



Job Description

Job title: Publications Sales Manager

Reports to: Sales Manager

Department: Commercial

Date: October 2018

Job Purpose

- Key account manager for ABRSM's retail customers with a particular focus on South-East Asia and selected UK key accounts, responsible for meeting agreed sales targets
- Leading on creation/commissioning of sales material, including annual price list
- Leading on annual pricing and budgeting process
- Input into new product development
- Preparation of sales reports and market intelligence for own territories

Job Context and Scope

The Commercial Department is primarily responsible for growing revenue, devising and implementing customer strategy, collaborating with colleagues to develop new products and services, managing communications with all ABRSM stakeholders and customers and managing sales and marketing activities internationally.

The Commercial Department comprises three teams:

- Commercial Planning (including Business Insight and Marketing teams)
- Sales
- Commercial Communications

The Publications Sales Manager will sit within the Sales team. The job-holder will be expected to create an ambitious annual plan to maximise the profitability of ABRSM's printed products, including: management of agreed key retail accounts; development and management of the online shop; building awareness of the wider ABRSM offer across the retail network and ensuring publications are an integrated part of wider Commercial campaigns.

Organisation

See separate organisation chart.



Principal Duties and Responsibilities

1. Key account management of ABRSM's retail customers with a particular focus on South-East Asia. Taking a consultative selling approach to strengthen relationships with existing customers while also seeking new business opportunities.
2. Responsible for day-to-day oversight of ABRSM's online shop, including acting as primary point of contact for Boosey and Hawkes who manage the shop, and ABRSM's audio download store.
3. Develop a global annual sales plan for new titles and backlist, and achieve agreed sales targets in nominated territories.
4. Identify promotional opportunities in agreed territories, including preparing seasonal special offers for trade customers. With the support of the PSE, lead on the creation of all trade sales material including the annual price list, the biannual InStore printed newsletter and other point of sale material as required.
5. Line manage and mentor the Publications Sales Executive role.
6. Play an important role as a point of contact for our distributor Oxford University Press, leading on day-to-day decision making.
7. Provide market feedback via reports and in appropriate forums internally on a monthly basis or as requested
8. Attendance at trade fairs, events and customer visits as required – some willingness to travel internationally required.
9. Manage reactive issues with retailers that arise within the confines of pre-existing policies up to an annual impact of £3,000. Where the annual impact of resolving an issue is >£3,000, present solutions to the Sales Manager for approval.

Nature and Purpose of Internal and External Contacts

Internal

- Sales Manager, in relation to setting objectives and ongoing work
- Publications Sales Executive, as a direct report
- Other Commercial team members in the course of everyday work and projects
- Publishing colleagues in relation to new product briefings, stock issues and market feedback
- Other ABRSM colleagues as necessary

External



- Retailers globally
- OUP Music customer services and sales staff in relation to ongoing sales and customer service issues
- Boosey and Hawkes staff in relation to the running of the online shop
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Knowledge and Skills Required

Please see Person Specification.

Remit of Role

Manage reactive issues with retailers that arise within the confines of pre-existing policies up to an annual impact of £3,000.

Typical Problems Escalated to Line Manager

- Reactive issues with retailers where the annual impact of resolving an issue is >£3k
- Difficulties in delivering to an agreed schedule

Nature and Range of Impact

The job holder has an important part to play within the Sales team, meeting revenue targets, building and maintaining relationships with our global retail network, and sharing market intelligence with the organization. The job holder will also use their specialist market knowledge to influence product development and pricing and promotional strategy.

Allocation, Review and Approval of Work

- Work will be allocated chiefly by the Sales Manager and the job holder will consult them if needing assistance in prioritising requests for support from other colleagues
- The job holder is responsible for organising and prioritising their own work on a day to day basis in line with agreed objectives and 'business as usual' tasks
- The jobholder will meet with their line manager as required to give updates on progress of on-going objectives and work and to review priorities
- Performance against objectives and competencies is assessed throughout the year by the Sales Manager in accordance with ABRSM's performance management cycle

Equipment Operation

Standard office equipment.