

Account Executive

Basic information

Band: F

Job family: Sales

Terms: Permanent

Location: Cheltenham

Reports to: Sales Manager

Business unit: Media



Role purpose:

To generate new business from clients across the education and commercial sectors. The focus is on SMEs, specialist advertisers and universities/colleges that can be sold to via telephone, email and meeting contact. Handling of incoming sales enquires and supporting the efforts of account managers is an additional element to the role.

Key duties and responsibilities:

- Generate new business from appointed client categories through telephone or email sales channels.
- Generate new business from appointed client categories through attending exhibition or conferences.
- Handle incoming business calls and ensure the greatest take up of the UCAS Media product portfolio.
- Account manage all business to ensure the greatest commercial benefit to the Sales Team and UCAS Media.

- Maintain accurate customer records in an appropriate database.
- To feed back any relevant market intelligence that could benefit the commercial offering.
- Manage the customers of other team members when they are unavailable to service their accounts.
- Support other team members with data counts, research and general admin, or other tasks when necessary.

Accountabilities:

Primary customers/stakeholders:

Internal:

Media Team colleagues, Careers Team, Events Team, Ad Operations Team, Analysis and Research Team and the Marketing Team.

External:

SME owner/marketing managers, client marketing personnel, and advertising agencies.

Person specification:

Required:

- Proven experience in a customer service or sales role.
- Proficient in communicating via telephone, email and, face-to-face.
- Strong admin and/or sales support skills.
- Experience of using CRM and customer databases.

Desirable:

- Media sales experience.
- Proposal writing.
- Digital sales experience.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit we deliver on time, quality and budget or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS and for our teams. We want more than ordinary outcomes: We strive to achieve extra-ordinary outcomes, extra-ordinary customer focus and an extra-ordinary culture of high performance and quality of focus