

Head of Sales

Basic information

Band: B

Job family: Sales

Terms: Permanent

Location: Based in Cheltenham, but requirement for UK-wide travel

Reports to: UCAS Media General Manager

Business unit: UCAS Media



Role purpose:

Accountable for implementing the overall strategy for UCAS Media, leading the strategy on one of the core UCAS Media strategic pillars, leading a sales unit to fulfil the UCAS Media vision and mission. The Head of Sales will lead the team to provide products and services to enable customers to achieve their acquisition, strategy, or operational needs. The strategy and leadership challenges of this role require the establishment and maintenance of a strong relationship network, both internally at UCAS and across key customer groups.

Key duties and responsibilities:

- The Head of Sales will lead the team to provide products and services to enable customers to achieve their acquisition, strategy, or operational needs. Channels used by customers include digital and print mailings, online media (both on and off ucas.com), SMS, social media, data products, and events. New products have been, and will continue to be, added to the UCAS Media portfolio.
- The Head of Sales will have both sales managers and senior account managers reporting to them, who will manage account owners and specialist sales staff.
- Member of the Media Leadership Team, demonstrating strategic thinking and clear leadership, both internally and externally.

- To work with the general manager of UCAS Media in transforming it into a market-making and thought-leading media aggregator specialising in the student sector.
- To define and evolve the sales and proposition strategy for growing the sales business from new and existing accounts, ensuring it is aligned with the wider UCAS Media strategy.
- To establish a strong account management ethos, balancing the needs of students, the customer and UCAS.
- To lead, mentor and motivate a team of sales managers, who will in turn provide mentoring, motivation and management for their team and allocated business area.
- To ensure the specialist sales staff under the post holder's control work collaboratively with all UCAS Media account owners, not just those in the post holder's unit.
- Ensure strong performance management practices are in place and are in line with the UCAS performance and development process. Ensure regular reporting is conducted on team, individual, product, and customer satisfaction.
- Ensure strong asset and yield management strategies are adhered to within the team, to maximise long-term returns.
- Ensure activity and innovation within the broader education and commercial markets, which could create strategic opportunities or threats for UCAS products and services, are identified and communicated to colleagues.

Accountabilities:

Financial authorities:

- Budget management, setting and phasing.
- Individual and team target setting.
- Price discounting.
- Procurement authority up to £35,000.
- Credit note signatory authority.

Non-financial authorities:

- Authority to drive account management strategies.
- Authority to develop account plans for each assigned strategic account.
- Authority to represent the needs of recruiters to company-wide and external audiences.
- Authority to contact and liaise with senior members of staff within recruiting organisations.
- Authority to recommend or highlight changes required to improve services to customers.
- Authority to represent UCAS Media at regional and national conferences and events.

Primary customers/stakeholders:

Internal:

- UCAS Media Board; Media Leadership Team (MLT); Senior Management Group (SMG); Customer Experience and Marketing; Analysis and Research; Finance; Operations; and the Executive team.

External:

- Senior decision makers at education (FE and HE) and commercial customers, or their appointed representatives. Commercial and education stakeholders and influencers. Government institutions or industry bodies.

Person specification:

- Proven experience in Sales Director/Head of Sales position or experience as a high-performing Sales Manager seeking career progression.
- Strong track record of successfully developing a sales strategy and increasing sales performance.
- Demonstrable advanced leadership and strategic thinking skills are essential.
- Strong communicator with developed motivational and influencing skills required.
- Working experience of the digital and consumer media industry is essential.

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 extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.