

Account Executive

Basic information

Band: F

Job family: Sales

Terms: Permanent

Location: London

Reports to: Sales Manager

Team: Careers

Business unit: UCAS Media

Additional requirements:

Occasional UK-wide travel



Role purpose:

To handle incoming sales queries, support the account managers, and manage a small customer base, primarily focusing on generating new business opportunities by offering value-based solutions to fit the needs of the business.

Key duties and responsibilities:

- To contribute to achieving a set revenue target (personal and team) by handling incoming sales queries to ensure UCAS Media is selling value-based solutions, to maximise ROI for the customer and maintain long-term relationships.
- Manage your individual accounts, and contribute to sales plans and activities.
- Ensure we are demonstrating true value and customer advocacy, offering excellent customer service.
- Contribute to producing clear sales plans documentation in CRM, so we have complete transparency and consistency in how we are delivering for our customers.
- Assist the account managers to maximise opportunities with customers, using unique relational insights to deliver real value.
- To prospect and introduce new clients to UCAS and the marketing and recruitment solutions we provide, both over the phone and face-to-face.

- To represent UCAS Media at industry events.
- To maintain product knowledge and end-to-end fulfilment processes.
- To present and pitch on propositions with a high level of engagement and belief.
- To accurately use the CRM system to maximise effectiveness of sales activities.
- To report on findings and share information and experience with colleagues, increasing company knowledge of the sector.
- Engaged and curious about the market sector, actively seeking out information and learning opportunities.

Accountabilities:

Primary customers/stakeholders:

- **Internal:** Managing Director of UCAS Media, UCAS Media General Manager, Head of Education Sales, Head of Career Sales, Head of Strategy and Insight, Agency Sales Manager, Education Sales Manager, Commercial Sales Manager, Advertising Optimisation Manager, Market Intelligence Manager, Head of Marketing Communications, and the brand and creative teams.
- **External:** Agency owners, agency managing partners, agency account directors, agency account managers and agency account executives, higher education provider (HEP) heads of marketing, HEP marketing managers, HEP marketing officers, HEP heads of admissions, and HEP admissions officers (UCAS members).

Financial authorities:

- Authority to generate revenue.

Non-financial authorities:

- Authority to resolve client disputes and complaints.
- Authority to represent the UCAS Media department to internal and external audiences.

Person specification:

Skills

- Ability to build collaborative partnerships internally and externally.
- Ability to spot opportunities for upselling and account development, to share with account managers.
- Active commitment to personal development.
- Ability to work under pressure.
- Strong organisational skills.
- Effective planning, coordination, and time management.
- Strong communication skills.
- Computer literate – specifically Word, Excel, PowerPoint.
- Knowledge of CRM systems (desirable).

Qualifications

- Degree or equivalent (desirable).
- Direct marketing/marketing qualification (desirable).

Experience

- Previous sales experience (desirable).
- Knowledge of marketing practices (direct marketing, data sales, and press advertising) would be advantageous.

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.