

POSITION DESCRIPTION



Name:

Job title: Account Manager (QLD/NT/NZ)

Date: April 2024

Department: Gale, International

Reports to: Sales and Marketing Director, Gale – ANZ and SEA

Basic purpose:

The Account Manager, Gale will sell and promote Gale subscription, archives and eBook products to librarians and academic faculty members within school, university, State and public libraries within a designated territory and provide after sales support as required.

Principal accountabilities:

Key Outcome and Area	% of Total Job	Objectives and Tasks	Core Competencies	Standards
Selling activities and new opportunities	30%	<ul style="list-style-type: none"> Actively source new business through calling and relationship building to develop further sales and marketing opportunities in conjunction with the sales and marketing departments. Develop effective relationship strategies with current users through customer visits and regular client contact in order to ensure consistently high renewal rates for the Gale online subscription products. Utilise technology and multimedia as part of the sales process. This includes using Microsoft Word, Excel, PowerPoint, Outlook, Customer Relationship Management System, websites and other Cengage technologies developed for use with specific products. 	<ul style="list-style-type: none"> Excellent written and spoken communication skills Effective time management skills Product and market knowledge Excellent understanding of the sales process Proven problem-solving skills with keen attention to detail and follow through Ability to work towards and meet deadlines Skilled and systematic use of Microsoft Office applications, including Word, Excel, Outlook and data base management 	<ul style="list-style-type: none"> New business and relentless focus on our customers' needs Revenue growth Enjoy communicating and problem-solving Actively contribute towards revenue generation and cost containment Contribution to key sales results Customer-first focus Meeting deadlines Product knowledge

		<ul style="list-style-type: none"> • Monitor competitor activities and developments and act or counteract in the appropriate manner. • Through effective relationships with US product developers, contribute to the 'localisation' of products to ensure stronger sales opportunities. • Effectively manage customer relationships and expectations with all key accounts. • Use effective selling techniques when promoting our resources to close the business. • Meet set sales targets. • Any other duties as directed. 	<ul style="list-style-type: none"> • Ability to prioritise tasks • Strong organisational and time management skills • Ability to work independently and as part of a team • Business acumen 	
Subscriptions, archives and eBooks sales to librarians and academics within a designated territory	30%	<ul style="list-style-type: none"> • Have a thorough knowledge and understanding of the Gale product portfolio in all product formats. • Research and become familiar with the major information needs of undergraduate students and English literature students and scholars in Australia. • Match needs and collections and sell Gale's databases, archives and eBooks to academic libraries in Australia. 	<ul style="list-style-type: none"> • An understanding of electronic database products and their purpose • An excellent understanding of English Literature and how it is studied in Australia • Product and market knowledge • Excellent understanding of the sales process • Ability to understand customer's needs • Research skills • Establish and maintain effective relationships 	<ul style="list-style-type: none"> • Product and competitor knowledge • Customer feedback • Actively contributes towards revenue generation, revenue growth and cost control • Revenue growth • New business • Contribution to key sales results • Embraces Cengage's ethos and credo • Adherence to Cengage policies and procedures • Effective working relationships • Subscription renewal

Administrative duties	5%	<ul style="list-style-type: none"> • Manage territory effectively through the use of a customer database. • Regularly maintain territory records, keep track of all sales, and ensure records are coded correctly. • Submit updated forecast reports weekly in a timely manner. • Submit monthly expenses in a timely manner including American Express invoices. • Produce forecast reports and other management reports when requested. 	<ul style="list-style-type: none"> • Excellent administration and organisational skills • Excellent written and verbal communication skills • Effective time management skills • Highly developed computer skills • Meticulous attention to detail • Ability to work towards and meet deadlines 	<ul style="list-style-type: none"> • Up to date territory records • Accurate and up to date customer information • Conscientiousness , persistence and reliability in record maintenance and communication • Adherence to policy and procedures • Meeting deadlines • Concur reports submitted in a timely manner • Quality and timeliness of reports generated • Forecasts provided
Customer support	10%	<ul style="list-style-type: none"> • Represent Gale at academic speciality conferences where the Gale products match the conference topics. • Identify and attend key conferences and exhibitions where our product range can be displayed and sold. • Assist customers to expose online resources to their users and patrons. • Anticipate and support external customers' needs. 	<ul style="list-style-type: none"> • Excellent written and spoken communication skills • Excellent presentation skills • Ability to listen and anticipate customer's needs • Establish and maintain effective relationships with internal and external customers • Excellent telephone manner • A willingness to help others • Ability to build rapport 	<ul style="list-style-type: none"> • Customer feedback • Conference attendance • Proactive problem-solving • Proactive working relationships, demonstrating mutual respect and acknowledges diverse thoughts and backgrounds • Friendly, transparent, and proactive communication • Ability to build rapport • Embraces Cengage's values, ethos and credo • Approachability

Teamwork and communication	10%	<ul style="list-style-type: none"> • Anticipate and support internal customers' needs. • Actively participate in organised meetings. 	<ul style="list-style-type: none"> • Excellent communication skills • An understanding of business practices • Excellent interpersonal skills with the ability to build relationships • Encourages others to obtain, share, interpret and apply information useful to the business performance 	<ul style="list-style-type: none"> • Friendly, transparent, and proactive communication • Ability to build rapport • Setting the bar higher to achieve the best possible outcome • Show mutual respect for others and acknowledges diverse thoughts and backgrounds
Continuous Improvement	10%	<ul style="list-style-type: none"> • Supports Continual Improvement processes throughout the entire project including supporting Project Managers during the audit process. • Seek opportunities to enhance documentation, processes and supported systems to improve processes and procedures. • Actively seek opportunities to extend and enhance personal knowledge and skills in order to better support customers and colleagues. • Keep abreast with the continual changes in your field of expertise including any digital and technology developments. Share knowledge with manager and team. 	<ul style="list-style-type: none"> • Problem-solving abilities with keen attention to detail and follow through • A willingness to support and help others • Ability to use initiative and take responsibility 	<ul style="list-style-type: none"> • Continuous improvement and improved efficiency • Self-initiated training and development of knowledge • Demonstrated initiative for issue resolution and new ideas to add value to users • Participation and contribution of processes improvement projects • A positive attitude to problem-solving questioning the status quo and willingness to take calculated risks
Workplace Health and Safety	5%	<ul style="list-style-type: none"> • Be aware of duty of care and act in a safe manner. • Ensure all company WH&S policies and procedures are adhered to. • Be familiar with property security, first aid and fire emergency procedures. 	<ul style="list-style-type: none"> • Ability to follow policies and procedures • Ability to use initiative and take responsibility • WH&S aware • Analytical and problem-solving abilities 	<ul style="list-style-type: none"> • Adherence to WH&S policies and procedures • Increased WH&S awareness • A positive attitude to WH&S • Reduction of number of WH&S incidents

		<ul style="list-style-type: none"> • Report any hazardous situations, incidents or accidents and take immediate action if applicable to reduce risk of injury. • Participate in WH&S investigations when required. 		
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Main contacts:

Internal: Sales and Marketing Director, Gale – ANZ and SEA; Senior Regional Director, Gale; SVP, Managing Director Gale International; VP - Higher Education; Head of Marketing; Gale research consultants; Technical Support Executive; Marketing Executive, Gale; Training Executive; Customer Service; Accounts Receivable; Finance and Shipping; Gale International

External: Librarians and academic faculty members within school, university, State and public libraries

Education / Qualifications / Experience:

Undergraduate degree with a major in Humanities
 Proven sales experience and success in the academic libraries sector or academic publishing
 Drivers licence and Police check

Our Ethos:

<p>Put Learning First: We accelerate new ways of lifelong learning for everyone, including ourselves, with a relentless focus on our customers</p>	<p>Embrace the Unknown: We question the status quo and take calculated risks to transform how the world learns. We are resilient and audacious</p>	<p>Set the Bar Higher: We challenge others, and we challenge ourselves even more. We are always improving and never satisfied. We are unstoppable</p>	<p>Do More Together: We are powered by people with diverse thoughts and backgrounds. We collaborate to create a whole that is stronger than the individual parts.</p>	<p>Be Candid: We take ownership of everything we do and treat each other with mutual respect. We are transparent because we see problems as opportunities to improve.</p>
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