

Job Specification – Sales Executive (Childcare) v2 July22

Purpose:

Learn Plus Us is a well-established and highly regarded childcare training provider, based in North London and providing apprenticeship and advanced learner loan services across London, East of England, Southeast and the Midlands.

The primary purpose of this role is to meet or exceed the company sales revenue targets in the childcare sector. The role holder will have experience of working and managing with a childcare/early years environment, be passionate about the sector and be able to develop and manage effective and productive business relationships with clients/employers.

By working closely with the Curriculum Manager and Senior Sales Executive, you will develop and implement a sales plan that meets contract profiles, business targets and caseload requirements. Your focus will be in pre-defined geographical area; however the apprenticeship offer will provide as with the springboard to build relationships and start delivery in other locations. You will be required to develop new business relationships and manage your accounts to ensure targets are met and there is a continuous flow of new employer opportunities, leading to high quality new learner starts.

The role holder will have accountability for:

- Developing new employer client relationships that generate new learner starts that contribute to targets.
- Matching sales and marketing activities to contract profiles and staff capacity.
- Managing your existing accounts to upsell, get repeat business, progress learners to a higher-level programme, and develop new strands of funded or commercial business, that contribute to targets.
- Use appropriate social media platforms and content to attract and engagement new clients.
- Working with the Marketing and Design Manager to implement a range of different marketing approaches defined by the target audience.
- Working with the Curriculum Manager and Senior Sales Executive to develop and support sales campaigns.
- Working with relevant people across the business to develop and deliver new client presentations for pitches.
- Working with the Curriculum Manager to understand caseload capacity, ensuring caseloads of existing Tutors are maintained and sufficient notice is given to recruit new Tutors to deliver the outputs of sales activity.
- Working closely with the enrolment/on-boarding team to ensure a smooth and timely transition into learning is achieved.
- Working collaboratively across the sales team, supporting team members, sharing best practice and generating new ideas.
- Ensure that you have a good understanding of the programmes and qualifications we deliver in your sector, and that you keep up to date with changes and understand the principles of learner suitability.

Skills, Experience and Qualifications

Essential

- A good working knowledge and understanding of childcare.
- A proven track record of winning new business.
- Excellent business client relationship management skills.
- Effective communication and influencing skills.
- Proficient Microsoft business products user.
- A team player with a positive mindset – can do attitude.
- English GCSE grade C or equivalent or higher.

Desirable

- An understanding of Apprenticeships and work-based learning.
- Knowledge and understanding of the ESFA funding rules.
- A proven track record of using social media to generate sales.

Learn Plus Us is a trading name of Simply One Stop Ltd

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