

Customer Support and Sales Manager

Full Time

With an initial six month contract

Description of the role and Person Specification

The Audience Agency is looking for a **Customer Support and Sales Manager** to ensure our existing clients continue to benefit from the products and services offered by The Audience Agency, and to lead on the growth of our new client list. The role will be expected to promote The Audience Agency product portfolio, offering excellent support and service for free products such as Audience Finder, as well as be responsible for increasing the revenue generated from our paid-for products and services.

This is primarily a sales role and is ideal for someone with good communication and direct sales skills. Based in the London office, there will be a considerable amount of time out of the office, meeting clients and working with all members of The Audience Agency teams.

The role would suit a proactive networker who enjoys finding solutions for our existing clients, and spotting opportunities to engage with new clients. A confident advocate of The Audience Agency's offer, the candidate would be expected to understand and communicate clearly how The Audience Agency offer can benefit organisations when developing their audiences.

Through previous experience, the successful candidate will have a strong understanding of the challenges faced by cultural institutions, both funded and commercial. They will also have a network of relationships across the sector and an excellent grasp of the wider policy landscape.

The Customer Support and Sales Manager will also be responsible for delivery of set monthly sales targets across a range of tools and products, to be agreed alongside the Marketing and Sales Director.

Extensive training to use our products, software and tools will be given.

Deadline for applications: **12pm Friday 26 May 2017**

Interviews will take place on **Wednesday 7 - Thursday 8 June 2017** at our London office.

For full job and application details, visit: <https://www.theaudienceagency.org/careers>

Please see the Application Form for information about how to apply; please contact us on 0161 234 2956 or jobs@theaudienceagency.org if you require this information in an alternative format.

The Audience Agency

The Audience Agency is the national authority on audience behaviour and strategy. We are an experienced team of arts and culture specialists that provides a wide variety of consultancy and research services. As a thriving, fast growing not-for-profit organisation we work with hundreds of clients that are comprised of organisations of all sizes across the sector providing sound advice, cutting edge intelligence and breakthrough ideas to develop and grow their audiences.

For more information about our organisation and team please see www.theaudienceagency.org/about

Primary responsibilities of the role

Sales and Marketing

- To create and develop the sales strategy and be responsible for its implementation.
- To be part of the team that deliver client facing support for Audience Finder and our products to the sector
- Set standards for good customer service in all The Audience Agency interactions
- Support the Marketing and Sales Director in setting sales targets across The Audience Agency's product portfolio
- Responsible for driving and meeting those targets
- To design, manage and produce sales aid collateral
- To work with the Consultancy Manager to identify where bespoke opportunities exist
- To work alongside the Customer Support Officer to produce target sales lists

Representation and external liaison

- To schedule, organise and manage meetings with organisations to understand their needs in relation to the product portfolio, and identify any sales opportunities
- To attend external events and represent the organisation as required
- To contribute to The Audience Agency's events, either as a speaker or aiding colleagues

Monitoring and Reporting

- To produce weekly sales reports for circulation within The Audience Agency
- To ensure all client feedback and actions are updated and circulated with The Audience Agency's Customer Relationship Management (CRM) system
- To ensure a smooth, consistent and clear chain of internal communication, especially around client relationship management

Customer Service

- Ensure existing clients are making the most out of The Audience Agency's product portfolio
- Track clients using The Audience Agency's CRM system
- Respond to information requests from internal and external sources
- General administration
- Other tasks and duties commensurate with the role

The Audience Agency as a learning organisation

- To take an active part in all team planning, learning and training
- To share internally the insights and learning gained from your work
- To contribute to developing a cross functional collaborative style of working
- To be aware of and act within the guidelines laid out in The Audience Agency Equal Opportunities and Diversity policies
- To be aware of The Audience Agency's values and to conduct business with clients in their spirit

Additional job details

Progress monitoring

In accordance with standard business practice this role is subject to the successful completion of a three month probationary period. During this period we will review with you your on-going performance and suitability for the post.

Salary

The post is offered on a six month fixed term full time contract. The role is offered at an annual salary of £33,200 inclusive of London weighting.

Location

The role will be based at our London office but travel through the UK will be frequently required. The Audience Agency is open to discussions and applications from candidates who may need to make another UK location their base

Hours

Normal working hours for full time employees are 35 per week, or seven hours a day which can be worked flexibly in agreement with the your line manager. Core office hours are between 10am - 6pm daily. For full-time staff the normal working day includes one hour for lunch (unpaid).

The Audience Agency will try to be flexible and understanding in allowing staff to adopt hours which suit individual circumstances as long as these hours do not affect work effectiveness.

Holiday

The leave entitlement is 25 days per annum. Public/Bank holidays are in addition to this personal leave entitlement.

Contract

The post is offered on a permanent full time contract for six months. There is the possibility that this role will be extended, but that will be discussed with the successful candidate.

For more details of the specific role please contact Howard Buckley, Marketing and Sales Director Email: howard.buckley@theaudienceagency.org

Person Specification – Customer Support and Sales Manager

Please give concrete examples in your application of where and how you've acquired and applied the necessary skills and experience.

Essential (E) Desirable (D)

- Excellence in co-ordinating and leading meetings (E)
- Good knowledge of key relationships and good contacts within the cultural sector, specifically within the marketing and sales departments (E)
- Pro-active approach to direct sales (E)
- Experience of working on a CRM database (E)
- Ability to work independently (E)
- Experience of working in a direct sales environment (E)
- Experience of working in the cultural sector (E)
- Ability to understand organisations' needs and offer pre-designed solutions (E)
- An organised and thorough approach, with close attention to detail (E)
- Experience in achieving sales targets (E)
- Excellent written and verbal communication skills at a professional level (E)
- Excellent IT skills, including advanced skills in Word, Excel and PowerPoint, email and internet use (E)
- Ability to manage and prioritise workload across a number of different projects and demands, in a busy environment (E)

- Ability to adapt and improvise within time and resource constraints of our clients (E)
- Experience of producing reports and other research output for different types of audiences, including verbally presenting findings (D)
- Understanding of audience segmentation and data analysis (D)
- Experience of working in a direct sales environment (D)
- Understanding of cultural policy and funding landscape (D)