

Job Description			
Job Title:	Sales Manager South China	Division:	Language Testing, Pearson
Department:		Section:	
Band:		Salary:	
Reporting to:	Sales Director Asia (based in Beijing)	Location:	Guangzhou, South China

Purpose of role:
To develop and lead the delivery of a sales strategy in South China for Pearson’s new academic English test, the Pearson Test of English (PTE) Academic (with other products to follow), delivering agreed sales and revenue targets for all PLT products.
Key Accountabilities:
<ul style="list-style-type: none"> To contribute to the development of and lead the delivery of a sales strategy in South China for Pearson’s new academic English test, the Pearson Test of English (PTE) Academic (with other products to follow) To deliver agreed test taker volumes and revenue for all PLT products. To develop and manage strategic partnerships and negotiate commercial deals with stakeholders including commercial and academic language providers, test prep providers, associations and agencies. To build relationships with other Pearson companies/divisions to support sales activities and execute collaborative approaches where appropriate, leading to increased sales. To monitor and analyze competitors’ activity and market information, feeding back in to sales strategies. To manage the South China budget.
Key outputs:
<ul style="list-style-type: none"> The strategic plan is delivered resulting in goal completion. There is evidence of monitoring and review. Sales and revenue targets are achieved. Costs are within budget. Commercial deals for PTE Academic leading to sales are secured. An increased awareness of PTE Academic within South China is achieved through implementation of sales and marketing plans. Regular reporting keeping management apprised of performance versus plan is in place. Relationships with potential partners, influencers and other organisations are developed and maintained. The South China sales team has clear direction, focus, targets and accountability.
Candidate Profile:
Essential Skills
<ul style="list-style-type: none"> Evidence of success in implementing sales/business development strategies. Evidence of success in sales/commercial negotiations with education institutions/organisations/providers. Evidence of success in building and maintaining internal and external stakeholder relationships leading to commercial opportunity. Track record of successfully identifying new commercial/sales opportunities and capitalising on these. Ability to communicate professionally, clearly and effectively to target audiences. Highly developed oral, written and presentation skills. Influencing skills and the ability to convince through personal credibility

- Goal/target-oriented
- Ability to gain and assimilate product knowledge and attain a thorough knowledge of the marketplace
- Self motivated, ability to work independently

Desirable Skills

- Experience working for a global organisation
- Experience working in the English language testing marketplace
- Previous education sales experience in educational testing
- Experience of curriculum design for EL provision for international students or TEFL experience, or international student recruitment.

Background Information:

Pearson has recently launched PTE Academic www.pearsonpte.com/pteacademic , a new test of academic English aimed at international students. This product is entering in to a well established market with 2 global competitors (IELTS and TOEFL). This role will require the post-holder to think creatively about effective sales strategies and implementation in this context.

PLT is headquartered in London.

This role will manage and be supported by 1 or 2 sales executives (tbd).

Key Challenges:

- Generating test taker volume for a new testing program in a highly entrenched competitive market
- Working in a start up business unit of an established company
- Working and communicating globally
- Working across academic, government and commercial sectors
- Working innovatively within defined processes
- Working independently
- Positively influencing key stakeholders

Working Pattern:

Travel will be required for success in the role, particularly within South China.

Some extended working may be necessary at peak times and to accommodate travelling and time zone constraints.