
JOB DESCRIPTION

Job Title	Academic Regional/Sales Manager
Job Holder	
Reports to	National Head-Academic

1. Job Purpose

<ul style="list-style-type: none"> -Revenue generation and cost of sales for the Academic vertical in India - Creation and Tracking of Sales and Collections: Budget & Achievement (variance if any to be tracked) - Execution of Sales Plan in alignment with the CUP India and Vertical's (Including promotions and reach agenda) in alignment with the CUP India - Support sales function effectively and ensuring sales capability building for the vertical in India

2. Dimensions

Financial:	To achieve ___ million INR to ___ million INR with the team/without team for all the domestic/Special Projects/overall GM 1 of 55%, and GBP ___k for journals and USD ___k for e-Books
Staff:	2 to 5 Direct Reportees
Other:	650 - Channel partners and 50-70 institutions

3. Principal Accountabilities

<ul style="list-style-type: none"> • Achieve budgeted result within operating expenditure limits • Increase sales by identifying and pursuing new opportunities as well as developing existing business in specified territories • Work with relevant Sales and Marketing colleagues to identify and exploit key promotional opportunities for product in relevant channels • Create and execute sales promotional plan each season • Maintain business of specified trade accounts • Develop and execute strategies for institutional adoption sales • Negotiate and implement promotional deals • Following-up activities and closing sales • Develop and maintain good relationships with new and existing customers
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- Travel to the region carrying out customer visits as required in support of my sales colleagues
- Acquiring and maintain thorough knowledge of Press products and their marketability through active participation at conferences, books display, exhibitions
- Work together as a team supporting the my sales colleagues and sharing information
- Work with Sales Support staff, Customer Services and Credit Management to ensure timely follow-up of orders and queries
- Accurately maintain and manage the customer database, sales pipeline and expenditure
- Working to improve on existing systems
- Meet objectives as agreed with line manager

Additional Duties

To carry out any other duties which may be reasonably expected of you by your immediate manager or a senior director.

Press Policies and Procedures

To abide by all Press policies and procedures, as detailed in your contract of employment and the Staff Handbook, e.g. Code of ethics, anti-bribery and corruption, Health and Safety, e-mail and Internet use and standards of behaviour.

4. Context

(a) Operating Environment:	Sales driven environment Geographically the spread for Central Universities, State Universities, Deemed Universities, Institutions both Govt and Pvt. Central and State Libraries
(b) Framework & Boundaries:	Sales, Distributors, Marketing, ABC, Internal & External Audit, Operations, IT Governance, Ensuring Product Development at par with global standards, Sales distribution through the distributor with highest ethical standards and governance. Example – structured term sheets & discount structure. Working with enabling functions such as customer service team. Effective promotions and marketing while following CUP governance structure and standards. Working with enabling services such as customer service etc
(c) Organisation:	As attached

5. Relationships

(a) Subordinates:	Frequent communication with reporting manager & immediate reportees if any. Periodic catch up sessions with direct reportees if any for support, motivation and conflict/issue resolutions.
(b) Superior(s):	_____ and Ajay Pratap Singh
(c) Other Contacts: Within the company Outside the company	Maintaining a regular and close contact with rest of the regional teams, Marketing, Editorial team, operations teams and ELT and Education teams Meeting distributors, authors, industry peers and other stakeholders periodically.

6. Knowledge and Experience

<ul style="list-style-type: none"> • Must have a minimum of 10+ years of experience in higher academic Publishing or eproducts business on the sales side • Must have managed annual sales budgets and collections. • Should have sales management experience in Academic Market in India • Should have sound knowledge of the Indian business markets related to the Academic markets • Experience of working in a matrix organization will be an advantage. • Should have an ability to manage sales, teams. • A track record of fueling business growth will be an added advantage • Sound Business Acumen and problem solving abilities • Positive thinker and can work on deadlines

7. Job Challenge(s):

<p>Fierce competition with comparable publishers in Academic space, MNCs who've been operating for longer than CUP in the region as well as local strong players with credible presence</p> <p>Building reach in Universities Institutions and corporates spread across geographies</p> <p>Lack of future business visibility (of actual sales) in distributor led sales model prevalent in Indian/South Asian market</p> <p>Discount driven market leading to compromise on GMs and profitability</p> <p>Academic segment is very unorganised. Low pricing among the local publishers gives fierce competitions.</p>

CUP, recently, has undergone many policy changes to evolve into a more robust, compliant and good governance organisation. However, convincing customers to adhere to policies and work with us within the new guidelines framework has presented few challenges.

Interested Applicants may send their resumes to Mr. Priyank Jha @ priha@cambridge.org