



**ALLPAY LIMITED**  
**JOB DESCRIPTION**

<b>Owner</b>	HR Manager	<b>Date Created</b>	26/01/2017 12:30
<b>Classification Level</b>	Restricted	<b>Template Version</b>	General Form v1.4

**1. JOB IDENTIFICATION**

**Job Title:** Sales Executive: Print & Design  
**Responsible to:** Print & Design Manager  
**Department(s):** Print & Design

**2. JOB PURPOSE**

To identify and generate new business opportunities for allpay Print & Design at the best possible profit margins.

To be a motivated self-starter, hungry for success through self-motivated sales in the print and design sectors.

To achieve maximum levels of revenue and profit by selling print and mail products nationally to allpay's core clients and to other commercial organisations in order to generate maximum revenue and profit leading to commission paid.

Build close relationships with our existing clients and new business clients and ensure their complete satisfaction with the service and products we offer.

Resolve any issues that clients may have in a professional and timely manner.

Input into ongoing sales and marketing strategy with the Print & Design Manager.

**3. DIMENSIONS**

Identifying design, print and mail opportunities and working as part of a team, under the direction of the Print & Design Manager.

Responsible for managing your own customers, with a reasonable degree of autonomy.  
Accountable for individual sales revenue and profit targets.

Cultivating and maintaining excellent business relationships with existing and potential customers and actively seeking out new business opportunities.

Selling the benefits of design, print and mailing, using a high level of negotiating skills in every pitch and the ability to write effective sales letters.



Attendance at networking events and exhibitions.

Liaise with all staff connected to the department including (but not limited to) allpay Core Sales, Production, Marketing, Technical Services and IT.

Responsible on advising on quotations to clients and profit margins.

#### **4. ROLE OF DEPARTMENT**

The Print & Design department manages all internal and external print work to ensure high quality, cost effective and timely design and print, and provides a first class service to our existing and new clients in order to increase volume, revenue and profit.

We effectively manage the commercial side of allpay's internal and external Print & Design business and are responsible for achieving the Board's revenue and profit target for the department.

We develop existing and new client relationships to maximise ROI and think creatively to produce new ideas, concepts and produce high quality artwork to increase business growth through print and design.



## 5. KEY RESULT AREAS

The role entails cultivating and maintaining excellent business relationships with existing and potential customers and actively seeking out new business opportunities.

Responsible for reaching or exceeding agreed sales revenue and profit targets by sustaining the existing business with customers and identifying new sales opportunities in order for growth. Selling the benefits of design, print and subscriptions in print and online, using a high level of negotiating skills in every pitch to meet agreed targets on a monthly basis.

To establish, maintain and develop excellent customer relationships and provide the highest standard of customer service via visiting clients, cold calling, telephone, letters, email and by attending conferences/exhibitions.

Identify, canvas, prospect and make effective contact new businesses from the competition and other sources.

Able to interpret external clients' needs and help develop concepts and specifications to suit their purpose. Using innovation to redefine a brief within the constraints of cost and time and presenting finalised ideas and concepts to clients.

To provide detailed information and reporting to Finance to enable the preparation of sales invoices, and able to chase overdue payments.

Forecast for expected business in the short (6 months), medium (18 months) and long term (36 months) and present this to the Print & Design Manager to enable this information to be passed to the Board.

Produce accurate reports from clients, issue these to the Print & Design Manager on a weekly basis and input them to our CMS system.

Responsible for the planning and upkeep of your own diary and each meeting scheduled and recorded with the Print & Design Manager.

Oversee and monitor appropriate charges in all quotations and to ensure turn-round performance for sales quotations and Tender completion in line with company targets whilst having excellent and in-depth knowledge of pricing throughout the industry, including our own, suppliers', and equipment costs.

To assist with the planning and preparation for external events and exhibitions.

Be commercially aware of the print and design industries, its developments and emerging technologies. Extensive knowledge of digital and lithographic printing along with the benefits, capabilities, pros and cons and limitations of each of these processes.

Knowledge of current pricing of print and design in the marketplace, ensuring we remain competitive and how allpay will receive best value from both in-house and outsourced print jobs.

To identify new market opportunities and work closely with the Business Development, Product and Market Intelligence teams to research and develop.

To ensure collaborative working with all other departments to ensure that every aspect of the print process is effective in order to achieve internal and external client's satisfaction whilst working to set targets.



Responsible for managing individual client category/territory to include; account managing where necessary, knowledge of marketing spend and activity and revenue growth year on year.

To carry out regular market research exercises in order to gain a thorough understanding of the customer and their needs.

To prepare sales proposals and PowerPoint sales presentations, which effectively sell the features, advantages and benefits of our products and meet the needs of the customer.

Liaising with external contributors, clients and readers on a daily basis.

To promote and sell subscriptions for 24housing magazine, 24housing.co.uk and online jobs board; to include renewals, new business, upselling, corporate packages and lapsed subscribers.

Convert free circulation list to paid subscriptions.

To attend all necessary exhibitions to promote and sell subscriptions and represent the business unit as and when required, to include some overnight stays.

To ensure adequate preparation has been made for each sales call and that you are fully equipped at all times with up to date literature, information, sales figures, process and schedule.

Responsible for ensuring that artwork has been received in accordance with the deadlines and that payments have been processed on time, following company policy.

To ensure that all sales and productivity reports are completed accurately and handed in on time and regularly report to the Print & Design Manager on revenue progress.

To ensure that all queries are effectively resolved and authorised within 48 hours and that accounts and your manager are informed of any potential issues.

Ensure that any client queries and complaints are resolved quickly and to the client's total satisfaction, and escalate any issues as required.

To keep personal skills and knowledge up to date (i.e. production processes and schedules, accounts processes, and product and industry knowledge) and to attend training when required.

*"The post-holder will be required to undertake such tasks as may be reasonably expected within the scope and grading of the post".*

## 6. ADDITIONAL KEY DUTIES

## 7. KNOWLEDGE, TRAINING, EXPERIENCE & SKILLS REQUIRED TO DO THE JOB

- Strong, proven sales and customer service experience in the Print & Design fields.
- The ability to forge new and successful relationships with clients.
- Commercially aware of the print and design industries and how they work.



- Awareness of industry charging structures for both design and print work.
- Strong understanding of the design, print and mailing process.
- Evidence of strong sales skills/process, communication, influencing and presentation skills.
- Experience of achieving challenging sales targets, revenue and profit targets.
- Outstanding communication and networking skills
- Excellent negotiation and influencing skills
- Strong team player and able to work across, and with different departments
- Able to work under pressure, to meet very tight deadlines with the ability to make decisions
- Able to empathise with clients and ensure a speedy and satisfactory resolution of any problems
- Working knowledge of Microsoft Office applications.
- Flexible and adaptable to changing situations.
- Ability to attend conferences, exhibitions, seminars, networking events outside of working hours.

## 8. JOB DESCRIPTION AGREEMENT

**We confirm that this conveys a full and accurate description of the job as at 12/04/2018.**

Job Holder's Signature:

Date:

Manager of Department Signature:

Date:

Director of Department Signature:

Date: