



HEAD OF SALES

Candidate pack

UCAS



WITH UCAS YOU CAN discover your future

AN INTRODUCTION TO UCAS

As a highly trusted, independent charity, UCAS helps over 700,000 people from more than 200 countries and territories to explore the opportunities and benefits of undergraduate higher education (HE) every year. We are proud to enable over half a million people to change their lives by embarking on their studies at a UK university or college. You can read our strategy for 2020-2025 'Discover your future' [here](#). Our technology capability and customer service expertise also mean that we can support individuals interested in exploring postgraduate courses, as well as degree and higher apprenticeships, and we currently run admissions services for conservatoires, postgraduate courses, and teacher training.

UCAS has a turnover of circa £50m. Income is generated from profit from UCAS Media Ltd – our wholly-owned commercial subsidiary – all of which is gift aided back into the charity. The charity also generates income through the application fees paid by individuals, and a fee paid by universities and colleges for students placed.

UCAS Media's vision for 2025 is to be generating commercial revenue in support of UCAS' charitable objectives and ambitions, by connecting clients to engaged audiences and offering strategic data-led consultancy and insights services to the HE sector and associated markets.

THE OPPORTUNITY

As part of the Sales & Marketing Leadership Team, the role holder will take ownership of new business generation, business retention and sales growth across all UCAS Media sales teams, maximising the opportunities to maintain and grow the UCAS and UCAS Media customer base.

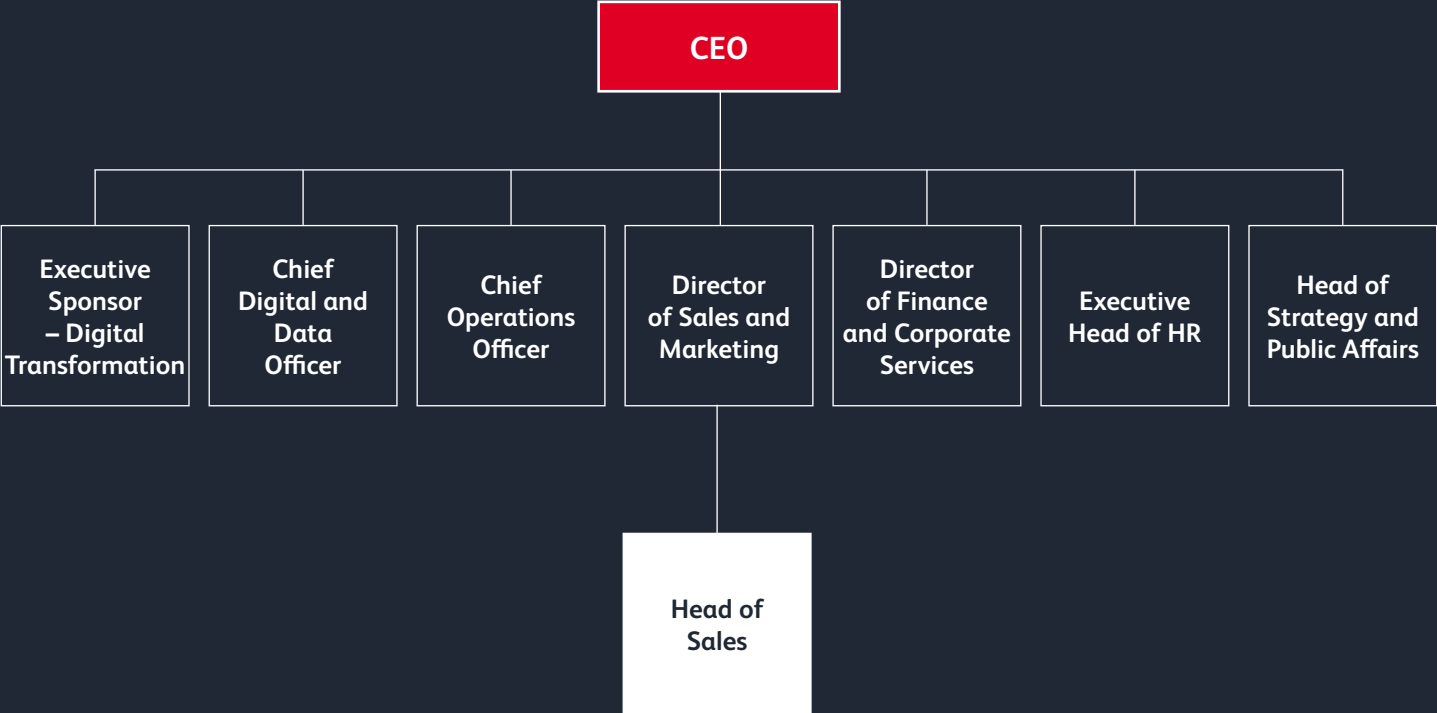
As a key member of the Senior Management Team, the Head of Sales will support the Executive in the overall leadership and management of UCAS and will help shape the organisation to deliver the UCAS Media strategy, 'Connections that Create Value'.

WITH UCAS YOU CAN thrive in a changing world





EXECUTIVE TEAM STRUCTURE



KEY ACCOUNTABILITIES

As part of the Senior Management Team this role will:

- Create, lead and report on the sales strategy across all client sectors including higher education providers, commercial, international, accommodation, and careers.
- Drive, coach and enable the sales team to deliver against targets in line with budgets whilst ensuring a high quality, value adding service to customers.
- Operate as a key member of the Sales & Marketing Leadership Team, working collaboratively with colleagues to mature and effectively execute the strategy and vision for UCAS and UCAS Media's go-to-market approach
- Develop and build a strong sales pipeline to achieve accelerated growth in collaboration with the Business Development team.
- Develop and lead a robust value- based pricing strategy and review process, in collaboration with the Business Development Team.
- Develop and maintain a full understanding of UCAS' products and services, and work with key stakeholders around the business to create robust product intelligence to drive sales, conversion, and new propositions.
- Build and develop the sales management capability to drive high performance all levels across the team
- Take accountability for ensuring there is a provision of relevant data, analytics and insight, and translating it into actionable strategies that drive sales and lead to achievement of targets.
- Provide thought leadership to all areas of the student recruitment sector through written articles, and speaking engagements.
- Work closely with the Finance and HR colleagues to align sales targets to the UCAS financial plan including maximising sales margin. Ensure the sales incentive scheme for each performance year drives the desired behaviours and target performance.
- Work in partnership with the Head of Marketing & Content and the Head of Events to plan the strategic approach to commercial content, lead generation, collateral, and product promotion
- Work in partnership with the Head of Events to support the development, pricing and sales of UCAS' physical and digital events offering
- Develop, implement, maintain and report on robust sales processes that are efficient and compliant with relevant legislation and support maximising the value from the business



WITH UCAS YOU CAN share our sense of purpose

PERSON SPECIFICATION

- > Significant experience of working in a targeted sales environment, managing budgets and setting revenue targets
- > A dynamic and authentic leader, with substantial experience of leading multiple teams and driving a high-performance sales culture
- > A strategic thinker who makes the connections clear for the team between strategy and delivery
- > Significant experience in developing sales business plans and driving strategic initiatives
- > A strong networker with the ability to build relationships quickly on senior levels
- > Demonstrable experience of implementing recognition and reward schemes which facilitate high performance, target achievement and desired behaviours
- > Ambitious and actively seeks out opportunities to develop ideas and new propositions
- > Creative, looks for new and innovative ways to drive growth across a range of accounts
- > Curious and has a continuous learning mindset. Seeks out opportunities to learn more about UCAS customers, the marketplace, and opportunities for new ventures
- > Develops talent, with experience of recruiting, mentoring, and coaching a team of sales executives
- > Experience of responding to tenders, writing bids, and pitching for major opportunities
- > Highly numerate, with strong account planning and sales forecasting skills including the setting of effective key performance indicators
- > Significant experience in presenting and influencing at a senior level, internally and externally
- > Ability to work in a matrix environment, driving performance through multi-disciplinary teams
- > An extensive network in the student recruitment, HE industry or commercial student sales environment, and an understanding of the higher education sector would be highly beneficial, but are not essential

WITH UCAS YOU CAN achieve what you're aiming for





WITH UCAS YOU CAN be a part of it

TERMS OF APPOINTMENT

Location: Cheltenham, but flexible working

Salary: A competitive salary, commensurate with the scope and complexity of the role, will be negotiated with the successful candidate. A benefits package will include annual leave of 30 days per year, generous employer pension contribution, free parking, enhanced family leave for new parents, and use of our subsidised gym and restaurant.

Terms: Full-time, permanent. UCAS is committed to hiring the best possible talent, irrespective of background or needs. Many of our staff work in various different ways – please talk to us at interview about any flexibility requirements or reasonable adjustments you may have.

HOW TO APPLY

Apply on our website [here](#).

You will receive an email confirming that your application has reached us. We endeavour to contact all candidates before or soon after the closing date.

The closing date for this role is midnight Sunday 6 September 2020.

Interviews will be held from Monday 14 September 2020.

If you would like to discuss the role or terms further, please contact Beth Arefi, Talent Acquisition and Development Manager; b.arefi@ucas.ac.uk.