

<b>Role:</b>	Head of Commercial and Sales
<b>Name of incumbent:</b>	
<b>Accountable to:</b>	CEO
<b>Job Grade:</b>	D2
<b>Main purpose of this role:</b>	<p>High level from Strategy: Enduring value and a sustainable return on investment to all our stakeholders</p> <p>To commercialise and monetise TSIBA Business School assets such that non-donor income realises in excess of 40% annual income. The realisation of this strategic target includes, but is not limited to growing TSIBA's property income, international fee-paying students, TSIBA postgraduate student fee revenue, and sourcing and managing of income generating project initiatives for TSIBA Business School and the TSIBA Ignition Academy.</p>
<b>Key Performance Areas/ Responsibilities:</b>	<p>How- High Level:</p> <ul style="list-style-type: none"> <li>● Evolving our business model for long term financial sustainability &amp;</li> <li>● Protecting, building and Leveraging our aspirational brand</li> </ul>
<p><b>KPA 1: Product and systems definition and capability (60%)</b></p> <ul style="list-style-type: none"> <li>● Develop and implement Sales &amp; Marketing strategy.</li> <li>● Conduct reviews with the team to provide insights for the improvement of sales and marketing strategies.</li> <li>● Strive to maintain maximum profit margin &amp; conduct regular performance reviews.</li> <li>● Compile regular sales reports and provide timely feedback to the executive team regarding performance.</li> <li>● Identify emerging markets and opportunities including executive education and rental income.</li> <li>● Manage budget and control expenses to meet budget guidelines.</li> <li>● Meet with the Finance and Academic teams to help interpret contracts and commercial terms.</li> <li>● Ensure the team meets or exceeds all activity standards for prospecting calls, quotation and closing of all sales leads.</li> <li>● Ensure the team meets or exceeds their monthly and yearly sales targets</li> </ul> <p><b>KPA 3: Sales (20%)</b></p> <ul style="list-style-type: none"> <li>● Drive and convert sales from income generation opportunities and create new leads and opportunities for income</li> </ul>	

- Track and analyse overall revenue generated and monitor sales performance.
- Manage and monitor Sales Productivity, eg. Sales Win Rate and average time it takes to close a deal from the first contact.
- Track Sales pipeline velocity and manage and analyse conversion rate.
- Track and report on trends for sales cycle Length.

#### **KPA 2: Marketing (10%)**

- Drive Leads generation (Marketing Qualified Leads (MQLs) and track the number of leads that meet the marketing team's criteria.
- Monitor conversion rates, e.g. percentage of website visitors or leads who take a desired action.
- Drive Brand Awareness campaigns and track social media reach and brand impressions.
- Track and analyse engagement metrics.
- Identify where website traffic is coming from (organic search, social media, referrals).

#### **KPA 4: Relationships & Team Management (10%)**

- Manage Marketing and Sales team
- Work closely with fundraising team and collaborate with Academic and Finance teams
- Manage client relationships, identifying opportunities for new contracts.
- Analyze data and create reports to identify areas of business growth.
- Manage Relationships across the TSIBA community and external stakeholders.
- Create and maintain a client communication platform.
- Promote cross-departmental communication.

#### **Competencies Required:**

- Relationship Building
- Strong Communication Skills
- Problem-Solving and Decision-Making
- Industry and Product Expertise
- Adaptability and Resilience
- In-depth understanding of education sector and industry trends
- Ability to embrace new technologies and adjust strategies based on market/industry shifts

#### **Experience and Qualifications:**

- Postgraduate qualification (any field), Masters / MBA level preferred
- Strong Sales and Marketing ability and experience (minimum ten years).
- Confidence in 'sales' discussions and presentations.
- Excellent relationship management and interpersonal skills.
- Excellent administration and organization skills.

#### **Attitude and Fit:**

- Embrace & align with TSIBA values including, Purpose-lived, Entrepreneurial, Culture and Leadership
- Committed to personal and professional development (Attitude, Passion, Skills)
- Service excellence orientation
- Works well in a team and individually
- High moral and ethical responsibility
- Willing to share and transfer knowledge
- Innovative and willing to try out new ideas
- Able to work with young people on different levels
- Demonstrates an understanding of students, their background and related issues

- Accurate and methodical
- Flexible and adaptable to changing situations and circumstances
- Good at managing stressful situations