

JOB DESCRIPTION

Job Title: Regional Commercial Head

Department / Business Stream: Global Network

Location: Beijing

Reports to (job title): Regional Director

JOB PURPOSE

To devise and implement the commercial strategy to achieve the revenue and growth targets of the region

PRINCIPAL ACCOUNTABILITIES

1. Strategy Development

To lead the development of the regional commercial strategy in line with the Cambridge English global and regional strategy. Working in collaboration with Product and Operational Leads, and the senior regional team. Delivering on revenue growth targets within agreed budgets

2. Business Planning and Operations

Overall accountability for the sales and marketing functions in region – both directly through the direct-managed teams and indirectly through the in-country teams. Leading the implementation of the sales and marketing strategy in the region. Operating within a matrix structure, working closely with colleagues in Cambridge English and the Country teams, this role is accountable for all sales and marketing activities in region, including business development and marketing communications.

3. People Management and Development

Manage the Business Development and Marketing Teams ensuring they are given clear direction and operate to the highest standards. Develop individual employees into a high performing team, including “dotted line” reports in the Country teams.

4. Relationship Development

Accountable for the development of relationships with key stakeholders in the region including institutions, government and exam centres and for ensuring Cambridge English qualifications gain maximum recognition in the region.

5. Regional ambassador

To be an ambassador for Cambridge English in the region – this will involve developing specialist knowledge about our markets, education, assessment and the wider-educational landscape. Creating and maintaining high level relationships with internal stakeholders, being the voice of the customer and inputting into the overall Cambridge English strategy

KNOWLEDGE, SKILLS & EXPERIENCE

Qualifications

Essential

Educated to degree level

Desirable

Relevant post graduate qualification (eg. MBA)

Skills

Essential

Excellent communication skills in English (at least C1) plus at least C1 in Mandarin

Proven leadership and teambuilding skills

Excellent negotiation skills

Proven sales ability

The ability to use and interpret data as a basis for sound decision making

Ability to adapt to different cultures and environments

Experience

Essential

Leading a sales team

Negotiating high value contracts

Building senior relationships

Working in an international environment

Desirable

Working in a B2B context

Knowledge of educational systems and assessment

Behaviours

Essential

Collaboration

Openness

Innovation and improvement

Responsibility

Customer focused

