

JOB DESCRIPTION

Job Title: Country Manager Benelux

Department / Business Unit: Cambridge English

Location: Benelux

Reports to (job title): Regional Commercial Head Europe and North Africa

JOB PURPOSE

To lead the business development and marketing activities in country to achieve revenue growth and other targets

PRINCIPAL ACCOUNTABILITIES

1. Business Planning and Implementation

- Develop the business plan for the country in conjunction with the Regional Commercial Head to include: sales plan for the territory and key accounts; marketing plan operational plan to ensure that Benelux distribution network is fit-for-purpose
- Deliver on revenue growth targets within agreed budgets and being accountable for the account revenues
- Monitor implementation, carry out ROI analysis and realign business plan where necessary.

2. Business Development

- Overall accountability for the sales function in Benelux
- Extensive travel to new and existing customers, driving the sales process from initiation to completion, organising and delivering promotional presentations, attending conferences, events and seminars, identifying and reporting new business opportunities and providing market intelligence
- Providing direction, support and management of at least one Business Development consultant, using clear performance measures, regular reviews and final evaluations.

3. Support other functions in the territory

- Conduct operational marketing activities, in collaboration with the European Marketing manager to include, localisation of brochures and leaflets, ensuring the content of the local website is up-to-date and relevant for candidates and teachers, setting Google ad words campaigns to drive traffic to the website and gather leads, deal with leads gathered from website
- Work with the Recognition Manager to gain maximum recognition in country
- Support Network Services with supporting centres and customers

4. Relationship Development



- Develop relationships with key stakeholders in the country including institutions, government and exam centres
- Develop and maintain specialist knowledge about our markets, education, assessment and the wider-educational landscape
- Create and maintain high level relationships with internal stakeholders, being the voice of the customer.

KNOWLEDGE, SKILLS & EXPERIENCE

Qualifications

Graduate level education, preferably with a marketing / business qualification

Skills

Essential

Proficiency in English (min to C1) and Dutch (to C2)

Good IT skills

Good communication skills (interpersonal, presenting, persuading etc.)

Good time management skills

Evidence of the ability to think strategically

Ability to work independently/on own initiative and as part of a larger team within the territory/region/organisation

Desirable

Marketing, especially digital marketing

French or Italian (to B2)

Experience

Experience in sales/marketing, preferably in education sector

Excellent knowledge of the local education market

Experience/understanding of teaching/assessment in education

Knowledge of Cambridge English products and services

Behaviours

Entrepreneurial attitude

Collaboration

Openness

Innovation and improvement

Responsibility

Customer focused