

## Personnel Specification

The Personnel Specification shows essential skills, abilities knowledge and/or qualifications required to be able to carry out the duties of this post. Please therefore address, in completing the application form, each criterion listed in the specification, drawing upon all of your experience, whether at work or on a voluntary basis.

### Job Title: Commercial Sales Manager

Factor	Essential Criteria
<p><b>Qualifications and Experience</b></p>	<ul style="list-style-type: none"> <li>• Third level qualification in a relevant discipline <b>and</b> a minimum of 2 years' experience in B2B Sales in the last 5 years <b>or</b> where the applicant does not possess the relevant qualification; a minimum of 4 years' experience in B2B Sales within the last 8 years will be accepted.</li> <li>• Minimum of 3 years' experience in the last 6 years of managing a sales team.</li> <li>• Proven track record of:               <ul style="list-style-type: none"> <li>○ key account management including key account acquisition.</li> <li>○ managing direct sales achievement within a telemarketing environment.</li> <li>○ generating income streams through product/service promotion and delivery, as well obtaining key contracts.</li> <li>○ consistently exceeding sales targets to tight deadlines.</li> </ul> </li> <li>• Experience using different methods of communication to close sales effectively (e.g. telephone, face-to-face presentations, written communication etc).</li> <li>• Computer literate to include extensive use of internet, email, word processing, spreadsheets, powerpoint, and databases.</li> </ul>

<p><b>Skills and Aptitude</b></p>	<ul style="list-style-type: none"> <li>• Exceptional organisation, planning and time management skills.</li> <li>• Resilient approach to overcoming barriers to sale.</li> <li>• Background working proficiently as an individual and team player.</li> <li>• Accomplished presenter and confident negotiator.</li> <li>• Possesses ability to use initiative in problem resolution.</li> <li>• Self-motivated and result focused approach to selling.</li> <li>• Ability to self-critique.</li> <li>• Excellent interpersonal skills, with ability to build constructive working relationships with colleagues and clients.</li> </ul>
<p><b>Knowledge and understanding</b></p>	<ul style="list-style-type: none"> <li>• An understanding of the work and vision of Employers For Childcare</li> <li>• Understand the mechanics of how the Employers For Childcare voucher scheme works for the parent, employer and childcare provider.</li> <li>• Knowledge of competitor markets and the unique selling points of Employers For Childcare.</li> <li>• Knowledge and understanding of various sales techniques used to maximise success in different sales situations</li> </ul>
<p><b>Special Circumstances</b></p>	<ul style="list-style-type: none"> <li>• Ability to work flexible, unsocial hours and to travel throughout Northern Ireland, UK and elsewhere at times demanded by the job.</li> <li>• Full UK driving licence and access to a car for work purposes.</li> </ul>