

# Ingenta

## JOB DESCRIPTION

<b>JOB TITLE: Senior Sales Executive</b>
--

JOB REF:	ING226	COST CENTRE:	99-465
DIVISION/DEPARTMENT: Sales & Marketing			
REPORTING TO: Head of Sales			
JOB TYPE: Fulltime/Permanent			
LOCATION: North Eastern United States			
<b>PURPOSE OF JOB</b>			
<p>Ingenta seeks a dynamic sales professional to generate, manage and close sales opportunities for our publishing product suite including Ingenta CMS, Ingenta Commercial and Ingenta Advertising and Audience. In addition, the successful candidate will also be responsible for building and converting pipeline for our next generation rapid deployment Ingenta GO! solutions.</p> <p>The Senior Sales executive will market and sell this suite of products to senior and executive contacts in technology, product management editorial and advertising divisions of publishers and content producers. Experience and understanding of platform and content hosting needs of publishers, or advertising sales solutions and audience analytics particularly but not limited to the academic and scholarly sector is preferred. Ability and experience managing a complex, consultative sales approach is required.</p> <p>Additionally with the launch of Ingenta GO! solutions, as well as our expansion into Advertising sales solutions and Audience analytics, a strategic thinker with go to market and new product launch sales, and experience in expanding into new and adjacent markets sectors is helpful.</p>			
<b>CORE RESPONSIBILITES</b>			
<p>Some key responsibilities are:</p> <ul style="list-style-type: none"><li>• Manage existing North American prospects</li><li>• Develop new sales leads across US and North America</li><li>• Respond to incoming queries from publishers</li><li>• Work with the client management teams to keep them up to date on new leads</li><li>• Work with fellow business development, marketing and client/account management staff in the US &amp; UK to develop sales campaigns for our existing customers to purchase new products or upgrade to higher level products</li><li>• Manage the sales process – forecast/pipeline management</li><li>• Maintenance of accurate and current records of activity and status of each publisher &amp; prospect relationship in a CRM system</li><li>• Work closely with the EVP Business Development and Head of Sales</li><li>• Creating sales propositions for all Ingenta solutions</li></ul>			

- Use the phone to create leads including cold calling
- Travel for conference, industry events and to meet publishers and to sell and present the product
- Ability to articulate the features and benefits of the products
- Email writing and responding in detail to long RFPs
- Contract negotiating
- Ability to provide live demos / presentations over the phone and in person
- Effective handover of new sales to implementation and support team
- Communication of strategic issues and policy to clients and prospects
- Have or develop a detailed knowledge of the company, competitor products/services and the latest developments in publishing
- Input into Sales strategy, Marketing Strategy, Client Management strategy, Engineering and Product Management priorities
- Account Planning.

#### **KEY SKILLS SUMMARY**

- Relevant sales experience, preferably in consultative and strategic sales
- Experience selling Content Management/advertising Systems, SaaS or software solutions, or other technical sales
- Good interpersonal skill
- Basic computing skills
- Confidence on the phone and in person
- Able to travel (30%)
- Drive, ambition and willingness to develop new business
- Publishing market experience helpful
- Experience with a CRM system to manage prospecting and pipeline
- Ability to sell; proven sales track record
- University Degree – Bachelors or higher

#### **FLEXIBILITY STATEMENT**

*The fast moving nature of the company's business also means that you may, from time to time, be asked to perform roles outside your original job description. This allows the company to utilise its people in the best possible way at all times and to help employees make their contribution to a changing environment.*

### **INTERNAL RELATIONSHIPS**

This role reports into the Head of Sales who reports into the EVP Business Development. The Senior Sales Executive will work closely with:

- Client/Account Managers
- Production
- Engineering and Development
- Product Development
- Customer Services
- Sales and Marketing
- Executive team

### **EXTERNAL CONTACTS**

- All publishers (Academic, Trade, News, Periodical, etc.) and industry consultants with the potential to acquire publishing systems.

**Interested applicants should send their CV to [recruitment@ingenta.com](mailto:recruitment@ingenta.com) quoting the above job reference.**