

# INGENTA

## JOB DESCRIPTION

### JOB TITLE: Sales Manager – IP Content Distribution Platforms

JOB REF: ING300
COST CENTRE: 99 465 (Sales)
DIVISION/DEPARTMENT: Business Development
REPORTING TO: Senior V-P Business Development
JOB TYPE: Full Time Employee
LOCATION: Fully remote, in North America or United Kingdom
<b>PURPOSE OF JOB</b>
Sell and market Ingenta’s content distribution products – Edify and Ingenta Connect – and services to increase market share within scholarly, NGO / IGO, not-for-profit, and professional associations industry and prospect for and close sales to new customers in other industries which use websites to distribute and sell intellectual property content distribution products and services.
<b>KEY RESPONSIBILITIES</b>
<ul style="list-style-type: none"><li>• Meet or exceed revenue targets for new sales as well as the targeted numbers of customers in new markets.</li><li>• Own / Drive RFP responses, presentations, demonstrations, documents working across all departments</li><li>• Own finding new customers and prospecting new opportunities</li><li>• Ability to handle initial product demos and coordinate RFP responses</li><li>• Drive new marketing lists for prospects and work on campaigns</li><li>• Assessing and improving product collateral, including videos</li></ul>
<b>MAIN/CORE TASKS</b>
<ul style="list-style-type: none"><li>• Identify and close sales of the product family to new customers</li><li>• Maintain awareness of competitor products and identify Ingenta USP’s</li><li>• Drive RFP / proposal responses across all departments</li><li>• Manage projections of revenues / sales in all systems</li><li>• Maintaining Ingenta’s knowledge of, and reputation within, the industry</li><li>• Establish plans to target and pursue new customers through competitor knowledge, industry knowledge, independent research</li><li>• Contact and follow up with all prospects aggressively</li><li>• Create presentations, proposals, analysis as necessary to close sales</li><li>• Update systems as appropriate, zoho, JIRA</li></ul>
<b>KEY TECHNICAL SKILLS SUMMARY</b>

- Strong commercial awareness
- Proven understanding and ability to sell software
- Knowledge of selling and onboarding SaaS and PaaS products and services
- Proven knowledge of the publishing and music industry globally
- Proven ability to close software and services deals
- Experience with IP distribution companies
- Excellent communication skills – oral and written
- Financial competence to produce simple ROI statements and update forecasts
- CRM knowledge, especially Zoho, desirable
- Knowledge of INGOs NGO's procurement
- Proven understanding and ability to sell software
- Proven ability to cover the breadth of customers from very small to very large
- Proven knowledge of the scholarly and professional publishing industry globally
- Proven knowledge of the IGO / NGO publishing industries
- Proven knowledge of the Professional / skill association publishing industries
- Excellent communication skills – oral and written
- Financial competence to produce simple ROI statements and update forecasts
- Excellent skills in MS Office (excel, word, PowerPoint), Outlook, and JIRA
- Ability to learn quickly with a self-starter attitude
- Ability to read and understand basic contracts.
- Demonstrable experience in building a strong network of contacts at all levels within Potential customers including IGO's, NGO's.
- Proven ability to identify and target new customers in core markets defined.

**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 and to travel as required, including (where necessary) overnight stays. 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**

Working with Product Team, Business Development Team, Marketing, Finance

**EXTERNAL CONTACTS**

Publishing Industry  
 IP industries  
 Third parties who for sales partnerships

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