

**Job Title:** Commercial Sales Manager

**Contract:** Agency agreement or 18-month contract

**Salary:** £15,600 - £16,800 Basic (3 days a week) with uncapped commission

**Reporting to:** Chief Executive Officer

**Location:** Working from home with regular attendance in office/ meetings required

### **The role**

The Association for the UK jewellery trade is looking for a new Commercial Sales Manager to join the enthusiastic, innovative and friendly team.

As Commercial Sales Manager, you will drive commercial growth by researching, planning, negotiating and executing sponsorship and media sales, as well as take responsibility for executing contra agreements with partners and suppliers.

As a passionate member of 'Team NAJ', you will be on hand and approachable at all relevant UK trade shows and networking events. You will benefit from an established network within the jewellery industry and want to develop this further with the team.

### **Is this you?**

You will be a good listener, creative thinker and good communicator in real and digital life. You will be professional and personable to internal colleagues, member representatives, clients and suppliers. You will always demonstrate the Association's values of Honesty, Integrity and Professionalism and be a team player.

Your ability to develop a brief will ensure campaigns and partnerships are well-researched, planned, negotiated and executed with multiple stakeholders to high standards. You will benefit from several years of experience growing and developing media inventory in various formats, in person, print and digital.

Your ability to review what has been delivered before and suggest enhancements and improvements will add real value to all involved. You will enjoy being part of a team but are comfortable working on your own for longer periods of time.

### **About us**

The National Association of Jewellers (NAJ) is the trade body for the UK Jewellery industry, shaping professional excellence for more than 1,400 member companies employing over 20,000 people. NAJ is part of the overarching British Allied Trades Federation, which has supported the jewellery and silversmith industry since 1887 and now boasts several federated associations.

NAJ is run by a professional and passionate volunteer and a close-knit staff team that is determined to deliver the best possible support for the membership.

NAJ represents its members to policy-makers and trade authorities, develops professional standards, provides industry education and training and access to a range of relevant and valued benefits and services.

## **1. Business Development and Account Management**

To deliver a successful annual media sales plan, achieving commercial revenue targets by growing and diversifying NAJ's portfolio of sponsors and supporters.

Required standards of performance typically include but are not limited to:

- a. Opportunities and prospects are well-researched, and proposals are put together professionally to detail campaign/ activity.
- b. Previous plans and agreements are reviewed and suggested enhancements made.
- c. Maintaining an accurate database of sponsorship contacts, prospects and existing
- d. Delivery of key performance measures to include revenue targets, sponsor/ supporter satisfaction and retention rates, accuracy in reporting and growth in sponsor portfolio.
- e. Planned activities are documented and formally reviewed every quarter with the CEO with potential risks identified and corrective action put into place.

## **2. Sales Process Administration**

To administer sponsorship and media sales process to deliver agreed campaigns with appropriate teams/ departments.

Required standards of performance typically include but are not limited to:

- a. Creating and issuing robust and precise sponsorship contracts ensuring that all signatures are collected.
- b. Maintaining a sales database using CRM (oomi), detailing all approaches, sales and placements required.
- c. Creating, issuing and recording invoices and assisting with queries when required.
- d. Leading the creation of accurate, engaging sales collateral and media pack(s)
- e. Tracking and reporting on key performance indicators
- f. Collecting sponsor/ media sales feedback, arranging debrief meetings where appropriate.

## **3. Event Delivery**

To support the NAJ team at events run by the Association and to represent the Association (individually or as part of the team) at industry trade shows and/ or networking events.

Required standards of performance typically include but are not limited to:

- a. Acting as the sponsors' primary point of contact pre-, during, and post-NAJ run events.
- b. Supporting the events team in fulfilling all contract deliverables.
- c. Representing the NAJ at relevant trade shows and appropriate networking events.

#### **4. Flexibility**

To recognise that the Association is a small organisation and that all staff must be willing to work flexibly and to undertake, from time to time, such other duties as may reasonably be requested, to provide a quality service to members, suppliers, consumers and colleagues.

Required standards of performance typically include but are not limited to:

- a. Willing to undertake tasks outside your normal area of responsibility with a positive and productive attitude, e.g. help prepare marketing materials, provide cover during staff holidays, answer ringing phones and assist with exhibitions and events.
- b. Willing to share your knowledge and skills with your colleagues to the benefit of the Association.

#### **4. Health, Safety and Security**

To be responsible for always observing the Association's guidelines on Health and Safety and adherence to the Association's IT policies and procedures

Required standards of performance typically include but are not limited to:

- a. You take your Health and Safety and that of your colleagues seriously and follow the company guidelines at all times
- b. You adhere to the Association's IT policies and procedures at all times
- c. You report safety and security concerns to your line manager or other appropriate person.

#### **5. CRM**

To be responsible for utilising the CRM system, contributing to the 'Golden Records' ethos and in adherence with training, policies, and procedures.

Required standards of performance typically include but are not limited to:

- a. Mandatory training is completed and signed off
- b. All interactions with members or potential leads are logged in line with procedures
- c. Oomi is used in line with all relevant processes and policies implemented

## Person Specification

	Essential	Desirable
<b>Work Experience</b> Experience in a particular type of job, e.g. Account Management	Business development experience (event sales, event sponsorship management and marketing). Account management. Hitting sales targets Educated to A Level or equivalent standard.	Jewellery industry CRM systems Working on awards and conferences Contra agreements Degree Sales qualification JET 1 Jewellery Qualifications Self-developing/learning Problem-solving Adaptability Confident user of IT Eager to learn from and share knowledge with team colleagues Empathy with others
<b>Qualifications</b> Academic or professional qualifications	Proficient in the use of MS suite. Negotiation Target driven. Tenacious Creative thinker Conscientious	
<b>Specific Skills</b> E.g. interpersonal skills, presentation skills, analytical skills, etc.	Clear communicator with good presentation skills.  Able to grow positive relationships with customers and colleagues at all levels.  First-class organisational, time management and interpersonal skills.  Ability to multi-task and meet targets and deadlines while ensuring attention to detail. Reliable	
<b>Personal Attributes</b> E.g. determination, dependability, leadership, team worker, etc.	Confident  Strong professional image.  Strong work ethic and ability to work on own initiative but able to seek help when needed.  Naturally analytical with strong attention to detail. Lives close to Birmingham for a reasonable commute	
<b>Other circumstances</b> E.g. Need to travel, working some later evenings and weekends etc.	Can travel occasionally within the UK  Attendance at industry trade shows and events including weekends (2-3 weekends a year) and evenings (6-7 times per year)	Current driving licence