



## Ark Curriculum Plus - Head of Sales

**Reports to:** Partnership Director

**Location:** 2 days per week in London (Shepherds Bush), other days can be worked from home or in the office. Some national travel will be required.

**Contract:** Permanent, 37.5 hours per week

**Start date:** As soon as possible

**Salary:** £50,000- £55,000

### Purpose of role

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This role works across Ark Curriculum Plus and owns the strategic sales planning process to meet growth and retention targets.

It is also responsible for leading the sales and customer services teams to provide schools and teachers with a high-quality experience.

The role holder supports the wider organisation to make commercially sound decisions that put the customer at the heart of everything we do.

### Ark Curriculum Plus

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**Our mission is to empower teachers** to give every young person, regardless of their background, the subject knowledge and skills that will allow them to succeed. We believe that great curriculum design and delivery leads to improved teaching and learner outcomes, which impacts positively on children's life chances.

Our commitment is to empower and equip schools to provide high quality subject teaching, through curriculum and integrated professional development, to develop young people's **subject mastery**. We are grown out of one of the highest performing Multi Academy Trust's in the UK. Our connection with Ark gives us our experience and our specialist expertise earned while we developed and taught curriculum across our own network of 39 successful academies in the UK.

Our programmes, including Mathematics Mastery and English Mastery, are now used by over 500 schools in the UK, including the 39 schools in the Ark network. Having pioneered the mastery approach and been recognised by Ofsted, we also influenced the adoption by the Department for Education of a mastery approach to teaching mathematics. It has been proven through independent impact trials that learners on our programmes make additional months' progress.



## Head of Sales

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The Head of Sales will lead the Sales & Customer Support team across the sales, customer support and account management functions.

The role holder will report to the Partnerships Director and work very closely with the other members of the Senior Leadership and programme delivery teams.

If you have the skills needed to succeed in this rewarding role and the desire to make a difference to education in the UK, we look forward to hearing from you.

## Key Responsibilities

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### Commercial planning

- Working with the Ark Curriculum Plus leadership and programme delivery teams, you will be responsible for drafting, gaining agreement to and overseeing the implementation of an overall school recruitment and retention strategy including:
  - creating a school recruitment and retention strategy
  - developing a detailed plan for partnership growth
  - ensuring there is a holistic approach to considering the needs of launch and partner schools, as well as all products/services offered by our Mastery programmes
- Using market insight to improve the supporting processes, products & delivery.
- Planning and calculating the financial impact of the strategic plan and ensuring this meets with wider financial targets.
- Preparing management information and analysis for the Senior Leadership Team to consider in relation to recruitment, retention, attrition and the overall experience of schools.
- Managing and reporting on sales pipeline, and responsible for maintaining business visibility of customer activity /through defined CRM processes.

### Business development (New business growth)

- Researching opportunities for partnerships with Multi Academy Trusts, Teaching Schools, Maths Hubs and other strategic partners. The role holder will also take a lead role in managing several large MAT Accounts.
- Evaluating the proposals from adhoc partner organisations and managing the relationship with these organisations.
- Identifying and “bringing on” new key accounts and ensuring transition into key account management strategy.
- Overseeing the implementation of the school recruitment plan.
- Developing lead generation strategy with the Senior Marketing Manager (Events, Webinars, Outbound prospecting).



## **Team Management/Development**

- Own team targets through leading retention, expansion and new business activities
- Motivate and manage a team of Partnership Managers to continuously increase programme sales into Schools and Multi-Academy Trusts.
- Coach team to continuously improve team effectiveness and personal sales skills.

## **Strategic Partnerships**

- Identifying opportunities for collaboration with like-minded organisations.
- Create and manage communication plan to identify strategic partnerships.
- Manage relationships with international school associations.

## **Customer Experience – Onboarding & Support**

- Create and manage a smooth and efficient customer support process.
- Overseeing relationship with schools, ensuring there are mechanisms to obtain feedback and using insight to continuously improve the experience of partner schools.
- Own the annual renewals process and key account management plan.

## **Person Specification**

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### **Attributes**

- A self-starter who is driven to achieve the highest standards.
- Demonstrates resilience, motivation and commitment.
- Thrives in problem-solving, spotting challenges before they arise and proactively finding solutions.
- Results driven with ability to cope with competing demand and changing priorities.
- Motivation to continually improve standards and achieve excellence.
- Collaborative working style and strong team player.
- Capable of developing senior level relationships.
- Can apply effective operational understanding and implementation.
- Keenness to learn and seek expertise from across the board.
- Personal values are aligned with those of Ark Curriculum Plus.

### **Experience, knowledge and skills**

- Experience of managing high performing sales and customer facing teams.
- Track record of exceeding sales targets, selling to schools and Multi-Academy Trust leaders.
- Experience of devising and implementing customer focused solutions.
- Adept at maintaining and developing prospect databases and sales pipelines, reporting on critical success factors.
- Understanding of project management disciplines and governance.
- Ability to use and analyse data to drive performance.
- Excellent written and verbal communication skills.
- Excellent influencing and negotiating skills.
- Confident interpersonal skills.



- Experience of using CRM software (ideally Salesforce)
- Good IT skills, with specific skill in using Microsoft office applications and cloud-based systems (e.g.: Google Drives, Zoom, Calendly, Teams, Office365, etc)

## Qualifications

- Qualified to degree level or equivalent (preferred)
- Right to work in the UK

## Other

- Understanding of the education landscape and issues affecting education (desirable)
- Passion to see education transform pupils' lives in the UK today

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## Safe recruitment procedure

We are committed to safeguarding and promoting the welfare of children and young people. In order to meet this responsibility, we follow a rigorous selection process to discourage and screen out unsuitable applicants.

## Disclosure

We require all employees to undertake an enhanced DBS check. You are required, before appointment, to disclose any unspent conviction, cautions, reprimands or warnings under the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975. Non-disclosure may lead to termination of employment. However, disclosure of a criminal background will not necessarily debar you from employment; this will depend upon the nature of the offence(s) and when they occurred.