



**Early Childhood
Australia**

A voice for young children

POSITION DESCRIPTION

Position Details	
Title	Sales and Client Relationship Officer
Classification and Level	ECA Classification: Level 3
Section	Marketing, Sales and Communications
Reporting to	Marketing, Sales & Communications Executive
Delegation/Supervision	NA
Clearance requirements	Working with Vulnerable People Registration and other background checks as required in accordance with ECA's policies.
Date Approved	

OUR VISION: EVERY YOUNG CHILD IS THRIVING AND LEARNING

About Early Childhood Australia

Early Childhood Australia (ECA) has been operating since 1938. Our vision is 'every young child thriving and learning'. To achieve this vision we champion the rights of young children to thrive and learn at home, in the community, within early learning settings and through the early years of school.

Our work builds the capacity of our society and the early childhood sector to realize the potential of every child during the critical early years from birth to the age of eight. ECA specifically acknowledges the rights of Aboriginal and Torres Strait Islander children and their families, and the past and current injustices and realities for them around Australia.

Everything we do is founded on our values:

- **Respect:** we demonstrate our respect for children, families and professionals.
- **Leadership:** we are courageous in promoting the rights and voice of young children.
- **Integrity:** our work is based on evidence and expertise; it is always ethical and transparent.
- **Equity:** we believe in social justice and equal opportunity.

ECA's Strategic Plan (2017–2020) outlines the future direction of the organisation and what we stand for. It contains five strategic priorities:

1. Speak up for children
2. Build social capital
3. Champion quality in early education
4. Lead & inspire professional learning
5. Position ECA for long term success

More information can be found on our website: www.earlychildhood.org.au.

We hope that you will be inspired by our priorities and values, and that you will be a key part in the success of Early Childhood Australia.

Position Purpose

The Sales & Client Relationship Officer is a key position within the Sales, Marketing and Communications Team, supporting the work of ECA through sales of ECA developed resources such as ECA's Learning Hub resources, Memberships, Publications and other resources to meet key client needs. This role is also focused on building and maintaining relationships with individuals within large organisations in the early childhood education and care sector. As a member of this team, you will help to grow our base of clients, as well as help us to meet key milestones and financial goals of the ECA Business Plan. The Sales & Client Relationship Officer will be provided supervision, training and support by the Marketing, Sales and Communications Executive Manager.

A key focus of client relationships is the ECA 'Learning Hub,' our on-line early learning (birth to 8 years) professional development platform. This national early learning resource offers a variety of on-line professional development modules and webinars for early learning educators. We are looking to continue to increase our market base, improve our current client product experience, uncover and implement new growth strategies and partnership opportunities.

Other areas of sales responsibility are ECA membership, which often goes hand in hand with Learning Hub subscriptions, ECA publications and any other ECA resources that may suit our client needs. This role is expected to work to understand client needs and create custom packages tailored to their organisations.

The Sales & Client Relationship Officer should be confident in liaising with executive staff, approaching new business contacts and external stakeholders. In addition you should be eager to problem solve and find solutions for customers, enjoy multi-tasking and have initiative for driving market share. You will sensitively upsell to clients, as well as be experienced in cross promoting resources to provide tailor-made solutions for clients.

You should be proficient in selling on-line products (preferably on-line professional development) and organizational membership; in addition to possessing general sales, diplomacy and negotiating skills. Ideally, you will have worked in the early childhood, education or healthcare sectors.

The role's functions will also help to fulfil the following organisational objectives:

- ECA is a courageous voice for young children, and is recognised as a leading advocacy voice for young children in Australia.
- ECA works collaboratively to build social capital in which all young children can thrive and influences public debate on early childhood programs.
- ECA consistently promotes the importance of quality early childhood education and care through media and social media.
- ECA strives to be transparent in all of our work and accountable to our stakeholders including members, funders, donors, sponsors and the children and families affected by our work.

Reporting Structures

The Sales & Client Relationship Officer reports to the Marketing, Sales and Communications Executive and will work closely with the Learning Hub team, the ECA Customer Service Team, and the Marketing and Communications team, and

Position Description

Key responsibilities

Learning Hub online professional development platform sales & client management

(Approximately 60% of role)

- Learning Hub Sales, renewals and client engagement. This includes but is not limited to: proactive sales (segmenting and prioritising new leads, client presentations, cold calls, emails, etc), liaising with Learning Hub stakeholders, converting queries into sales, and supporting existing subscribers to engage with the platform.
- Act as first point of contact relationship manager with large providers and clients. This includes acting as conduit between the client, Learning Hub team and senior management as needed. This may include providing client feedback to the Learning Hub and Kineo support teams for product improvement.
- Proactively problem solving client needs and improving their engagement with The Learning Hub and other ECA resources.
- Responsible for helping to meet the Learning Hub financial goals within the ECA Business Plan, including renewals and retention targets.
- Reviewing and reporting on data from various sources, including but not limited to Learning Hub platform and CRM data to help implement new business opportunities and improve customer experience.
- Creating and reviewing reports for management and The Learning Hub team. Analysing raw data and undertaking trend analysis to make (long term and short term) recommendations for the improvement of the Learning Hub product.
- Helping to ensure the quality brand of ECA and the Learning Hub is upheld (end to end customer experience across multiple channels and customer touch points).
- As the key relationship contact establish and maintain Learning Hub interest and cross promote other ECA resources; as well as obtaining client feedback that can be turned into case studies and testimonials.
- Attend industry and client events as needed to profile and actively promote the Learning Hub resources nationally (travel may be required).

ECA Membership, Publication and custom resource bulk sales

(40% or less of position's time)

- Develop custom packages of ECA Resources (including membership, publications subscriptions and other ECA flagship resources) to suit client organisation needs, including development of pricing and package structures.
- Ability to develop profit & loss statements for products and programmes (with support of ECA finance team), and have a sound sense of financials, in order to ensure profitability of proposals.
- Help proactively grow service and organisation ECA memberships - i.e. prioritising large organisations and middle sized early learning services by cross promoting with the ECA Learning Hub and other resources.
- Assist in evaluating ECA Membership offerings and marketing activities to ensure we are meeting our Membership needs. (Provide feedback) as well as scoping potential partners for cross marketing opportunities.

Additional Duties

- Undertake office administration and duties as directed, including but not limited to supporting the Marketing, Sales & Communications Executive.
- Undertake additional temporary project and event assignments, as directed.
- This position may at times require interstate travel.

Selection Criteria (required)

- At least 3 years in direct sales, business development and/ or client relationship management, preferably within a digital subscription environment or with online learning products.
- Ideally, you will have worked with the early childhood, education or healthcare sectors.
- Exceptional interpersonal and communication skills - e.g. excellent phone manner, writing skills, diplomacy, negotiating skills and client management.
- Confidence and experience working with diverse and sensitive clients from a range of roles.
- Proficient in Microsoft Office, including Excel, with experience in analysing various sources of data, problem solving, and making evidence based business recommendations.
- Experienced in creating client presentations and reports.
- You will also possess sound administration and organisational skills and have experience using a customer relationship management system (CRM).
- You will be driven by our ethical values and meeting our organisation's financial goals (noting this is not a commission based job).
- Able to collaborate and work well in a team and across teams
- Demonstrated ability to manage stakeholder engagement to achieve organisational goals and targets
- Self-directed and highly motivated to achieve strategic goals with the ability to exercise judgment and initiative where procedures are not clearly defined. Able to set priorities and monitor workflow in the areas of responsibility.
- Undertake duties of a critical nature, with limited direction from relevant manager
- Project management skills and the ability to work on different projects concurrently
- Have the ability to work outside standard hours and travel interstate.
- Relevant tertiary qualifications or relevant experience with specialised skills sufficient to perform at this level.

GENERAL CONDITIONS OF EMPLOYMENT

- The Salary for this role is at Level 3 (plus super) as per Early Childhood Australia's 2018 -2021 Enterprise Agreement and this sets out all applicable terms and conditions of your employment.
- The role is full time 37.5 hours per week primarily during business hours 9am – 5pm although some weekend work and domestic travel may be required from time to time. The role requires a minimum of three full days per week, but could extend up to five, depending on the applicant.
- The position is ideally based in our National Office at 16 Mildura St, Fyshwick ACT, but exceptional candidates in other locations will be considered.