



Sales Co-ordinator – North America Job Description

1. St Giles International - Company Profile

The first St Giles College was founded in London in 1955 as an English Language training centre. We have now become a very successful medium-sized business and currently employ approximately 300 people. Our business expansion and increase in market share have been particularly notable over the last few years.

We are one of the largest and most profitable private English language training organisations based in the UK - probably in the top four of the (roughly) 600-800 organisations in this country. Though our main product/service is teaching, we are a business, competing in a highly competitive industry, which produces over a billion pounds in exports to the UK per year. We are a family-owned business, though our senior (non-directorship) management team are not family members. The Managing Director is a member of the founding family and founded our London Central school in 1987, the largest in the Group. He was also a Director of English UK – the National Association for Accredited English language centres in the UK.

We have a proud reputation and wish to project a positive image of the organisation related to: professionalism, efficiency, reliability, high teaching standards and a very customer-oriented approach.

The St Giles Group now consists of seven large, year-round centres: Brighton, Eastbourne, London Central and London Highgate in the UK, San Francisco in the USA, Vancouver in Canada along with several joint venture operations in Brazil. We also offer summer camps for juniors aged 10-17 in Canterbury, Kingston, Oxford, Nottingham, Southampton in the UK, and San Francisco and New York in the USA and plan to run 11, including a new Vancouver camp, in 2011.

Our individual centres deal with a student population ranging between approximately 150-600, with an average course length of about 9 weeks. This year we expect to receive approximately 10,000 students 'through the doors' from over 90 different countries. Most of our students come from Western and Eastern Europe, South East Asia and South America, and are typically aged between 18-30, although we deal with ages ranging from as young as 10 to over 70 years.

We are a seasonal business, loosely related to the travel industry with a 'high season' in July/August and a 'trough' in the winter. However, one of our successes has been our ability to maintain a fairly high operational capacity even during the low points of the year. For example, low levels of spare capacity during the mornings are often only 25%, therefore we tend to be 'busy all of the time and *very busy* in the summer'.

All the St Giles centres in the UK are accredited by the British Council and are members of English UK. The San Francisco centre is a member of the AAIEP - the American Association of Intensive English Language programmes- and the CEA. The Vancouver centre is a member of Languages Canada.

In addition to teaching English to foreign students and business people, the St Giles Group also provides teacher-training courses in English as a foreign language. Last year approximately 500 teachers graduated from our Cambridge Certificate in English Language Teaching to Adults (CELTA) and Trinity College Certificate in Teaching English to Speakers of Other Languages (Cert TESOL) courses, many of whom went on to teach at St Giles, other English UK schools or English language schools abroad.

Our latest venture is offering foreign language evening courses at our UK centres, in Spanish, Italian, German, Polish, Hebrew, Mandarin, Portuguese and French, which were launched in October 2005.

Our North American operations include year-round Colleges in San Francisco in the US and Vancouver in Canada. We also offer residential junior summer programmes in Boston, New York and San Francisco as well as Vancouver.

We have expanded both our adult and junior portfolios for 2011 in North America, making the Sales Co-ordinator – North America role a key one in our sales and marketing effort.

2. Job Details

Job Summary:

- To manage and drive the sales activity for the English language products within the St Giles International Group, focusing on sales for our US and Canada operations;
- To increase top-line sales in our North American operations;
- To increase bottom-line profitability in our North American operations;
- To assist with sales for UK operations as and when required
- To provide top-class market reporting and analysis, including monthly sales reports and detailed market reports, to management team;

Background

The St Giles Head Office forms a small, tightly knit but high-powered team based in the main building of our London Central school on Southampton Row in WC1, where we also have a residence hall. Currently about 400 students are studying here (with the number rising to about 550 in July and August). There are currently eight members of staff working at Head Office; the Managing Director, his P.A., the Group Sales & Marketing Manager, two Sales and Marketing Executives, one Sales & Marketing Co-ordinator, along with a Marketing Support Officer and Group IT Manager.

The Managing Director was formerly the Commercial and Marketing Director for the Group. He continues to take a keen interest in and is closely involved in the marketing operations of the organisation. In addition, the Principals and staff of the individual centres play an important PR role in our promotions and are expected to fully co-operate with and support the marketing team.

The successful applicant will be based in our Vancouver centre, and will report directly to the UK-based Sales & Marketing Manager.

Type of Applicant Sought

Essential:

- Has previous B2B sales experience and a record of demonstrable results;

- Commercial acumen, negotiation skills, and a tenacious approach to getting the 'deal'; must be motivated by raising
- Prepared to work and travel, independently, overseas for sustained periods of time;
- Able to deliver rigorous market analysis to inform sales, product development and strategic goals;
- High levels of customer-led sales that drives growth in key markets and supports recruitment objectives across the St Giles Group;
- Understanding of profitability and the 'bottom line';
- Experience in developing existing business as well as generating new business;
- An understanding of/empathy with foreign culture;
- Native level spoken and written English
- Well-educated graduate
- High standard of numeracy and literacy
- Excellent communication/presentation skills
- Hardworking, bright and friendly
- Charming, with outgoing personality
- Creative and imaginative
- Willing to "muck-in" - prepared to do whatever is necessary
- Organisation skills – meticulous and well-organised
- Good ICT skills (familiar with Microsoft Office)
- Smart dress and good presentational skills
- Willingness to learn, able to take criticism and be self-critical

Desirables:

- Previous experience of working in Sales & Marketing in the ELT sector.
- Foreign languages
- Knowledge of foreign cultures

3. Duties and Working Environment

The applicant will be based remotely from the UK Head Office/Sales & Marketing Department in our Vancouver centre. The successful applicant will be a motivated self-starter, who is capable of working and managing their workload independently.

Varied mixture of direct instruction, independent work, project work, supervised work and team work. The job demands good presentation and negotiation skills. Need to report to, update and consult the Marketing Manager and Managing Director on a regular basis. Expected to compose own correspondence on a daily basis.

Specific Duties

To assist the Marketing Department in the performance of its functions, including the following list of items (which is not exhaustive):

1. To meet and exceed quarterly sales targets for all North American operations, including Teacher Training sales, Junior Camps, adult-year round courses, and Platinum (executive training) courses;
2. To report to the Sales & Marketing Manager on a monthly basis on sales activity/initiatives undertaken, agent performance, and recommendations for future strategy;
3. To deliver rigorous market analysis to inform sales, product development and strategic goals; to advise on competitor activity/initiatives
4. Sourcing and securing new agents and suppliers (example: corporate clients, private language schools, high schools, clubs, professional associations,

- university language departments) and supporting all existing and new agents in these markets
5. Direct sales to local (Vancouver, San Francisco, Boston and New York based) agents
 6. To maintain good relations with existing agents and other contacts. On a day-to-day basis this involves a high level of negotiating and responding to enquiries from agents and students.
 7. To maintain the database and other records of agreement and correspondence with them.
 8. To assist in the design and production of promotional materials such as brochures and website, as well as North American Newsletters and routine mailings to agents;
 9. To assist in the design and placement of advertisements in appropriate publications. To advise the Marketing Manager/Executive on the suitability of additional local publications for future advertising campaigns.
 10. To produce a quarterly newsletter with a North American focus
 11. To produce statistical data on students and agents of the company.
 12. To help organise and attend promotional trips overseas on behalf of the company. Trips usually involve attending trade fairs for either agents or students, visiting existing agents at their offices, and/or recruiting and training new agents. This may involve evening and weekend work. During the first year of service some travel opportunities will be available (potentially 4-6 weeks of travel over the year). In subsequent years of service the frequency of trips overseas may increase (8-12+ weeks per year)
 13. To develop and manage the planning and running of an annual in-bound 'familiarisation' tour for visiting educational agents to all North American operations;
 14. To provide occasional secretarial or administrative support and backup to the Managing Director, Sales & Marketing Manager or the operations of the local centre – where requested by the Managing Director.

4. Terms

- Starting salary CAN\$40,000.00 per annum
- Bonus Scheme of \$1.50 per student week for any year on year increase in sales to our US centres and \$2.00 per student week for any year on year increase in sales to our Vancouver centre. The bonus payments shall be payable twice yearly – in August for the first half of the year and in February for the second half of the year. The scheme is subject to full Terms & Conditions issued in the Contract of Employment
- Holidays include 4 weeks/20 working days, not including statutory holidays, plus 1 extra day for every year of service, up to a maximum of 5 days.
- Probationary period of employment is 12 weeks.
- Sick pay includes 10 days full pay + 5 days ½ pay in any one-year.
- Working hours include 09.00 - 17.30 Monday to Friday (occasional evenings or weekends – this is mostly whilst travelling on behalf of the organisation)
- Working hours overseas will include evenings and weekends
- Extra days' holiday given in lieu of any days worked at the weekend
- Overtime with line-manager approval at \$20.00 per hour (only paid for more than 30 minutes overtime in any one day)

Applicants should expect to give at least two years service.

Starting Date: as soon as possible.

To Apply: Please send covering letter and full CV to:

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Updated: RG/19072010