



JAA Training Organisation

VACANCY NOTICE

Sales & Marketing Officer – Department Manager/Team Leader

Full-time – 40 hours per week

Vacancy

UN-recognized renowned international organization in the field of aviation training is looking for a motivated and skilled **Sales & Marketing Officer – Department Manager/Team Leader** for its office in Schiphol-Rijk, the Netherlands.

This longtime experienced and skilled professional will work with the team of Sales & Account Representatives, as well as with the Training Operations and Customer Service Representatives, initially under the guidance of the current Department Manager. He/she will perform sales activities together with the team, to learn how they are currently working, and involve them actively in the transition to a separate Sales and Marketing Department, enabling it to specialize in the sales processes and strategies, aiming at maximization of revenue targets, acquisition of more and new clients, as well as entering new markets and geographical regions. (At the same time the Customer Service and Training Operations team will also go their own way and become a separate department to get ready to level up in their own processes and strategies).

Whilst responsible for building up the new Sales & Marketing Department, the professional will start working by doing sales together with the team to understand the current sales processes, carefully appreciating the work being done. Together with the Sales & Account Representatives he/she will consider all their input for proper successful implementation of the most suitable and effective levelled-up sales techniques that are in line with the organisation's strategy. Ultimately, the **Sales Officer – Department Manager & Team Leader** will enhance the sales processes whilst building a specialized Sales & Marketing Department, manage and lead the Sales & Account Representatives as well as the Marketing and Communications Officer, show them new things from the Sales & Marketing expertise perspective, and enable a potential career path for them.

The ideal candidate

As a highly experienced, skilled and enthusiastic sales expert and people manager, you have a passion for leading teams by example. You have a "hunter" and "winner" mentality but know the right approach to bring the team along. You are used to working with ambitious sales targets and take pride in generating new business sales, eventually contributing to the (surpassing of) revenue KPI's. With more than 8-10 years of experience in the field of sales & marketing (preferably in the Aviation industry), you will inspire your colleagues and provide them support and guidance with your helpful attitude. You are comfortable and proactive to do the work together with the team, to better understand their current processes, and are ready to provide on-the-go valuable tips on effective sales



techniques and innovative account management. You are humble and appreciative of the existing work being done by each colleague and very skilled in change management. You know how to consider opinions, suggestions and insights from the team and **gain their trust to bring them on board towards levelling up**. As responsible for creating a separate specialized Sales and Marketing Department, you are an excellent team builder and look forward to **involving the team in each step of the transition**.

Ultimately, this position is a key contributor to new revenue business opportunities and also to the enhancement of a very capable and motivated sales team who is ready to embrace the company's strategy and move along to the next step in advanced sales.

Furthermore, as an excellent team player and exemplary employee, you stay focused on the business whilst remaining respectful towards senior management and company policies. You dress quite presentable as a respectful department manager, and as a real ambassador of the organisation.

Job Description

- Understand the current sales processes by performing sales activities together with the team and according to their current procedures. Consider all input from the Sales & Account Representatives and, with their involvement, propose enhanced sales techniques to maximize sales in line with the organisation's strategy.
- Build up a specialized Sales & Marketing department, coaching the Sales & Account Representatives to work effectively and efficiently with – in time – levelled-up ways of working and doing sales. Manage the team successfully, building trust, inspiring, leading by example, giving them guidance and support, and being a good listener and motivator.
- Implement innovative **sales strategies** to maximize revenues and targets, contributing to the existing sales KPIs.
- Understand customers' needs within all segments. Perform targeted search, acquisition and retention of new customers. And **implement levelled-up processes thereto, including coaching the team to work with the new procedures**.
- Produce **reports and forecasts to the Financial Manager** and senior management on the overall sales activities and prospects, including:
 - interpreting financial analyses of monthly/weekly financial reports and translating these into new concrete sales actions;
 - proposing territory plans which outline how sales targets will be met on an ongoing basis;
 - providing forecasts on best case and most likely sales volumes over relevant time periods, and
 - providing input on the pricing strategy based on sales activities.
- Manage the Marketing & Communications Officer in developing, executing and following up on all marketing and communications activities, including lead generation campaigns. When needed, provide coaching to this professional too.
- Provide support to the Sales and Account Representatives on turning inbound opportunities to generate outbound activities.
- Advise on the negotiation of prices, focusing on a healthy profit and high sales conversion rates.



- Together with the Sales & Account Representatives: prospect for, qualify and acquire new course participants to maximize the fill rate in scheduled training courses and generate new quote requests; whilst supporting and guiding on most effective and efficient approaches from the high-level sales perspective.
- Work with the current account management processes and, together with the team, **further-develop the account management plans for new and existing key customers**, whilst building and expanding relationships/customer satisfaction.
- Be an ambassador of the organisation, presenting its portfolio favourably and in a structured professional way.

Professional Requirements / Competencies

- Minimum University (Bachelor's) Degree level educated, preferably in business administration or disciplines related to sales/marketing etc. Master's degree (e.g. MBA) is significantly advantageous.
- Minimum 8-10 years' experience with sales and marketing, and as team manager, no starter. Experience in the Aviation domain is desirable and highly advantageous.
- Excellent knowledge of English, both written and spoken. Dutch fluency is an advantage.
- Excellent verbal and written communication skills.
- Commercially inclined and opportunistic.
- "Hunter" and "winner" mentality, target-driven and used to work with maximization of sales targets and KPI's.
- Excellent account management skills along with a diplomatic, pleasant, professional and upright attitude.
- Enthusiastic, strong personal commitment and service- and customer satisfaction-minded nature.
- Leadership and decision-making skills: comfortable with proactively coaching colleagues on new sales and account-management techniques whilst being considerate and respectful.
- Experienced with financial analyses and business concepts. Capable to add value to financial key decisions and to deliver reports and presentations proactively.
- Analytical, with excellent problem-solving skills.
- Professional presentation and dress code.
- Entrepreneur-profile and self-starter.
- Organized and able to work independently, take initiative, work under pressure, prioritize and meet deadlines.
- Capable of gathering – independently – the required knowledge of the organisation and of the market in order to fulfill the job satisfactorily and to be a 'trusted' person for (new and existing) customers and colleagues.
- Flexible team player with a positive, responsive and respectful attitude.