



<b>Associate Director – Sales &amp; Marketing</b>
<b>Salary Range and CPF Banding:</b> From £70k per annum (B7+)
<b>Reports to:</b> Commercial Director
<b>Terms/Hours:</b> Perm, Full-Time
<b>Location:</b> Hybrid
<b>Direct reports:</b> Marketing, Communications, and Business Development leads
<b>Department:</b> Commercial Division
<b>Date Reviewed:</b> September 2024

**About Ecctis:**

Our vision is a world where an individual’s qualifications, skills and experience enable fair access to quality global study and work opportunities.

Ecctis’ Commercial Division supports this vision through the development, delivery and promotion of trusted solutions, products and consulting services for the international education arena. Our goal is to continue building and scaling a portfolio of ambitious yet strategically-aligned initiatives, ensuring a diverse revenue stream across multiple sectors and clients.

Ecctis is also an [Employee-Owned business](#) where we put particular emphasis on transparency, trust and collaboration among our people towards shared strategic goals.

**Purpose of Role:**

To drive growth and international market presence through marketing, communication and business development strategies that align teams to promote a diversified product portfolio and position Ecctis as a central player and thought leader in the global education sector.

**Key responsibilities:**

**Sales, comms and marketing leadership**

- Oversee the Business Development Unit, Partnerships & Bids to develop, implement and regularly review new business sales and partnership strategies to achieve ambitious revenue targets
- Motivate sales teams to drive business growth in a manner that accords with Ecctis’ strategic priorities, values and ethos
- Identify cross-selling opportunities, working closely with fellow Associate Directors
- Drive efforts to build and strengthen our brand positioning, working closely with the Senior Marketing Manager, Commercial Director and fellow Associate Directors to implement the brand refresh in line with our goals
- Lead the teams responsible for the promotion and positioning of Ecctis’ products and services, ensuring they have the appropriate level of information to drive business growth
- In collaboration with the Associate Director – Customer Success, oversee the development of targeted multi-channel marketing, communications and business development activities to ensure successful market launches for new products, adapted for key markets and product types as applicable
- Identify and track KPIs that demonstrate the effectiveness of Ecctis’ MarComms strategies and tactics
- Ensure that marketing and comms resources are available and deployed to support wider organisational need

**Commercial development**

- Collaborate cross-functionally with product and consultancy teams, the Strategic Projects & Delivery Unit (R&D), finance and corporate services to ensure successful new product scoping, appraisal, development and launch
- Support the Commercial Director in the negotiation and securing of new strategic partnerships, joint ventures and other collaborations to support long-term growth
- Work with potential and current customers and internal production teams to identify specific product/service requirements feeding into internal discussions around product development

**Business planning and budget management**

- Lead on scoping and developing business plans, ensuring accurate cost projections whilst enabling sufficient flex and contingency to pivot according to lessons learned
- Guide and oversee the sales and marketing budgets for new products or enhancements to existing ones, tracking expenditure and ROI, providing regular reports to SLT
- Ensure that resources are aligned to product priorities, creating a flexible solution to peaks and troughs in the development cycle for new products
- Support the overarching divisional budget planning cycle as appropriate

**People management and development**

- Lead and manage resources in a matrix framework, ensuring a positive, inclusive and productive environment to promote staff engagement and foster professional development aligned with commercial and business needs
- Lead the team through effective line management including regular 1-2-1s
- Set clear and measurable objectives for the team to stretch individual performance and development objectives appropriately, in line with their role and tenure
- Ensure that team members are aware of the overarching strategic direction, and the role they play in meeting KSOs
- Adopt a coaching and mentoring style to support individuals to achieve their potential
- Instil a growth mindset into all staff within the department, empowering them to deliver the customer success agenda through a fail-fast culture.

Any other reasonable duties as required

**Person specification:**

A proven track record in developing and executing successful B2B sales and bid strategies to meet and exceed revenue targets and ensure sustainable growth; experience in B2G a distinct advantage

- In-depth commercial acumen and international education sector knowledge, able to recognise commercial opportunities, market dynamics, and competitor landscape for Ecctis to explore and respond to
- Working knowledge of techniques and approaches in international marketing, PR and communications that drive business growth, build brand awareness – experience implementing and delivering thought leadership strategies will be advantageous
- Strategic thinker, able to recognise and articulate opportunities and challenges in a proactive and solutions driven manner
- Highly numerate with strong analytical, decision-making and business planning skills
- Excellent organisational and prioritisation skills to ensure that work is suitably planned for, prioritised/deprioritised in line with financial and/or strategic priorities
- Significant people and department management experience, building an effective departmental management team across different disciplines, adept at influencing and building consensus, managing change



- Demonstrated ability to build and lead high-performing commercial teams and individuals to achieve their potential and hit targets in line with business objectives
- Thrives in a fast-paced environment and supports others to respond positively to change and ambiguity
- Able to build relationships at all levels, handling difficult situations in a calm and professional manner
- Is committed to Ecctis' ethos, actively demonstrating attitudes and behaviours that align with the values
- Committed to personal and professional development

#### Employee Benefits

- 25 days annual leave plus swappable bank holidays, as well as additional 3 days gifted for the Christmas office closure
- Company Pension scheme (the Company will match employee contributions up to a maximum of 6% of basic salary in the first year. Then the scheme becomes optionally non-contributory with employer contributions of 10% leading to 20% based on years' service)
- Life assurance of 3 x basic salary for members of the pension scheme
- Bupa Private Health and Dental Care Scheme with employee contribution
- Enhanced maternity pay with years of service
- Employee Assistance Programme
- Cycle to Work Scheme
- Employee Ownership Trust: As an Employee Ownership Trust, we do things a little differently from some other organisations. Every one of our employees has a voice and our people are highly motivated and committed. Our structure allows for our combined success as an organisation to be shared equitably across the Company. The trust is indirect, meaning that eligible employees are not shareholders directly, however they are held 'in-trust' by the Trust's Board of Directors.

#### EDI Statement:

Ecctis Ltd is committed to fostering a culture of inclusivity and connectedness. The core of our work involves working internationally with individuals all over the globe with different backgrounds. In recruiting for our organisation, Ecctis Ltd is an Equal Opportunities Employer, and welcomes the unique contributions you can bring; therefore, we specifically welcome applicants of all backgrounds, regardless of race (including colour, nationality, and ethnic or national origin), sex or gender, gender reassignment, sexual orientation, religion or belief, age, marriage or civil partnership, pregnancy and maternity, or disability.

**Please note:** All applicants must hold a current permit or visa showing their right to work in the UK.

**To apply:** Email your CV and covering letter to [recruitment@ecctis.com](mailto:recruitment@ecctis.com)

This role profile sets out the scope and main duties of the post at the date when the role was created or last reviewed. Such details may vary on occasion without changing the overall scope of the role or level of responsibility required. This role profile is intended to give an overall indication of the duties and responsibilities of this role but is not exhaustive and the job holder may be asked to perform other duties, which reasonably align with the general remits of their role and level of responsibility.

Ecctis Ltd is committed to providing a workplace free from discrimination or harassment. We expect every employee to do their part to cultivate and maintain our values and treat each other with respect and the dignity they deserve.

We are an equal opportunities employer, ensuring that there is no bias on gender (or gender reassignment) race, sexual orientation, disability, age, religion or belief. We recruit purely on merit and skills.



## Our values in practice:

**Respectful:** We value differences, treat everyone with respect, and build trust by fostering a fair and inclusive culture.

**Ambitious:** We are ambitious and enthusiastic in our approach to finding solutions.

**Creative:** We encourage a balance of bold, creative, and innovative thinking, built on our experience and learnings.

**Dynamic:** We evolve in our dynamic industry by using our expertise to create opportunities and champion continuous improvement.

**Engaging:** We grow by engaging professionally and responsibly with each other, by being receptive to feedback, and making space for new ideas.