



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Sales Strategist, School of Design, Faculty of Arts, Humanities and Cultures



Salary: Grade 8 (£48,149– £57,422 p.a. depending on experience)

Reference: AHCDE1307

Full time (1.0 FTE), Ongoing

Post available: as soon as possible

Location: Main University Campus. We are open to discussing flexible working arrangements.

Sales Strategist

School of Design, Faculty of Arts, Humanities and Cultures

Are you a strategic sales professional, and a highly motivated individual with a solid track record of driving growth and sales across organisations? Can you effectively identify new business opportunities, build operational and financial strategies, and nurture networks with companies seeking premium professional and executive education experiences? Do you see yourself thriving in an international team of academics and industry professionals to analyse L&D market requirements and craft innovative solutions in response to unique demands?

The Professional Academy for Creative Enterprise (PACE) offers premium learning and creative solutions to the public sector, industry verticals, and institutional partners in the United Kingdom and around the world. As PACE's sales strategist, you will be responsible for developing and executing our sales strategy by seeking out business opportunities and fostering long-term alliances with prospective clients and key stakeholders. You will report to the Director of PACE and work closely with senior management, drawing on your experience and insights to produce high-quality sales plans and proposals prepare financial and sales forecasts, conduct viable market research and operational analyses, collaborate closely with PACE academic, creative, and sales personnel, and establish a robust rapport with our clientele and partners. The ideal candidate for this role will be a proactive, detail-oriented individual with an entrepreneurial zest, and excellent communication, analytical, interpersonal, and relationship-building proficiencies. You will have experience preparing and executing reliable sales strategies, especially in the context of dynamic, fast-growing business units, strong financial and business accounting acumen, and possess an expert understanding of markets for premium products and services so as to deliver outstanding sales performance, establish lasting relationships, and increase overall profitability for PACE.



Main duties and responsibilities

As a Sales Strategist, your main duties will include:

- **Service Sales Strategy and Support:** Provide PACE teams with sales insights and strategies to promote our offerings (products & services) including packages and customised solutions.
- **Lead Generation:** Proactively identify and qualify new leads through research, inbound inquiries, and outreach, ensuring a robust sales pipeline.
- **Customer Relationship Management:** Build and maintain strong, long-term relationships with customers, providing exceptional service and drive customer satisfaction. This will predominantly be via email and phone as the role is mainly office-based.
- **Sales Presentations and Proposals:** Collaborate with the PACE Business Development manager and creative team to develop and deliver compelling sales presentations and proposals tailored to client expectations and objectives.
- **Cross-Selling and Up-Selling:** Identify opportunities for cross-selling and upselling products and services to existing clients to increase revenue.
- **Product Knowledge:** Stay current on service offerings, industry trends, and competitor products to effectively communicate value propositions to clients.
- **Order Processing:** Create manage and process sales orders, ensuring all customer requirements are met and accurately reflected in sales documentation. Invoice management, creating, and sending invoices in conjunction with finance.
- **Sales Reporting and Forecasting:** Track and report on sales performance, providing regular updates to the Business Development Manager on progress toward sales targets and KPIs.
- **Customer Feedback:** Collect and relay customer feedback to the appropriate teams to ensure continuous improvement of services and customer experience.
- **Customer Journey Management:** Oversee and enhance the customer journey across all pillars of PACE, ensuring a seamless experience from initial inquiry to at point-of-sale conversion. Collaborate with internal teams to streamline processes and provide clear, consistent communication at all stages.



- **Conversion and Retention:** Drive lead conversion by effectively articulating the value of our services, nurturing prospects through the sales funnel, and closing sales while maintaining strong relationships with existing clients.
- **Knowledge of Online Higher Education and ExProEd:** Quickly acquire and maintain up-to-date knowledge of trends, challenges, and opportunities within online higher education and professional development sectors. Leverage these insights to refine sales approaches and align service offerings with market needs.
- **Event Management for Lead Generation:** Plan and contribute to events, workshops, and networking opportunities aimed at engaging prospective clients and building brand awareness; utilise events as key sales opportunities for lead generation, strengthening relationships, and showcasing the value of PACE.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

Qualifications and skills

Essential

As a Sales Strategist, you will have:

- **Excellent numerical, IT knowledge and proficiency** using sales, invoicing, costing, financial, and CRM software packages and knowledge of Kinetics and Aventri software or similar, plus related platforms that support core business operations; must adhere to margins and overhead requirements, with directors signing off on all final approvals.
- **Proven track record of strategic sales** (e.g., solution selling, account-based marketing) and the ability to adapt each approach to specific market conditions or needs, with demonstrable experience in achieving revenue targets and market share growth, anticipating market changes, identifying challenges, and develop proactive solutions to deliver PACE's strategic sales objectives.
- **Strong financial and analytical capabilities** to acquire and interpret sales data, conduct quantitative research and track key financial metrics, identify trends, produce accurate reports for senior management, and provide datadriven insights to inform strategic decisions and optimised sales performance for PACE.



- **Experience building rapport with prospective customers**, including highvalue stakeholders, to secure long-lasting future business across a variety of environments, including at exhibitions and public and private events.
- **Commitment to supporting sustainable growth**, aligning operational strategies with the long-term vision of PACE, particularly in scaling services and entering new markets.
- **Excellent presentation skills** to explain complex sales strategies clearly and persuasively to the PACE director, associate directors, business development manager, legal, finance, marketing, and creative teams to ensure seamless collaboration.
- **Excellent interpersonal skills** to work collaboratively with and communicate to people at all levels (internal and external), including face-to-face, telephone and video calls; excellent writing, reading, and verbal skills are essential to this position.
- **Excellent organisational skills** to manage and prioritise your own workload and meet multiple shifting deadlines; able to work both independently and as part of a team in a fast-paced, target-driven environment.

Desirable

You may also have:

- **Sales and account management experience in MICE**, including negotiating skills in a customer-facing role in B2C and B2B environments, including for tradeshow, conferences, and industry fairs.
- **Market research proficiencies in higher education** and CPD (continuous professional development), especially in identifying competitive threats and opportunities and developing strategies to maintain competitive advantage.
- **Risk mitigation and management experience** in high-risk environments, including but not limited to working in banking, finance, investment, auditing, and accounting.
- **Experience working in international sales-related roles**, including in Asia, APAC or EMEA.

How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.



Contact information

To explore the post further or for any queries you may have, please contact:

Professor Maria Lonsdale, Head of School

Email: m.lonsdale@leeds.ac.uk

Additional information

The School has established a broad portfolio of Design-focused programmes at Undergraduate and Masters level.

The [School of Design](#) at the University of Leeds is a vibrant and highly ranked department with a commitment to excellence in both research and teaching. We are ranked in the top 10 in the UK for Art and Design (Complete University Guide 2022) and in the top 100 in the world (QS World Rankings 2022). In the 2021 REF exercise we received 90% for impact and 100% for our research environment.

Working at Leeds

We are a campus-based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

Our University

As an international research-intensive university, we welcome students and staff from all walks of life. We foster an inclusive environment where all can flourish and prosper, and we are proud of our strong commitment to student education. Within the Faculty of Arts, Humanities and Cultures we are dedicated to diversifying our community and we welcome the unique contributions that individuals can bring, and particularly encourage applications from, but not limited to Black, Asian, people who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.



Information for disabled candidates

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found under the 'Accessibility' heading on our [How to Apply](#) information page or by getting in touch by [emailing HR via hr@leeds.ac.uk](mailto:hr@leeds.ac.uk).

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

