

Information for Applicants (Job Ref: SPO 05/17): May 2017

ABOUT THE ROLE

We are looking for an enthusiastic and ambitious EFL teacher with an interest in sales to join our successful international sales team based at our head office in Canterbury.

Your focus will be on selling English in Action courses to schools in Austria, Germany and other countries. Previous sales experience is not a pre-requisite as full training will be given. All our sales team have successfully moved into sales from a traditional TEFL background and we have an effective training programme in place for new sales staff.

The role will involve substantial overseas travel (16–18 weeks pa) visiting schools to promote English in Action through face to face meetings with teachers, presentations to parents and communicative teaching demonstrations to students.

The first 6 months of the appointment will be a probationary training period where the appointee will work closely with the Sales Manager and shadow other members of the sales team before gradually taking on full responsibility for several designated territories. Mentoring from experienced sales staff and further sales training will continue after this period. There is also a clear progression structure within the team and opportunity to gain further responsibilities and benefits.

MAIN TERMS AND CONDITIONS

Salary

- £20,000 pa rising to £20,500 on successful completion of probation

Bonus

- Personal bonus based on achieving sales targets.
- Company bonus.

Contract Status

- Permanent on satisfactory completion of a 6 month training and probationary period.

Hours of Work

- 8.30am – 5.00pm when working in Canterbury. On completion of the training & probationary period there may be some flexibility to work from home for part of the week when not travelling.
- The post involves 16–18 weeks per annum of overseas travel and this will include some weekends away and Sunday departures from the UK for which some time off in lieu is granted.

Annual Leave

- 22 days plus 8 public holidays and Christmas Eve & New Year's Eve

PERSON SPECIFICATION

You will be a successful EFL teacher with a lively and engaging personality and an effective communicator both one-to-one and in front of an audience. You must be of smart appearance, reliable, personable and confident with excellent spoken and written English skills. Whatever your age you will have the personal maturity and confidence to deal professionally with school principals and heads of English.

Qualifications & Experience

- A native English speaker with a recognised TEFL qualification (RSA, Cambridge, Trinity certificate or equivalent)
- A minimum of two years TEFL experience
- A 1st degree is desirable but not essential
- A full clean UK/European driving licence with the willingness and confidence to drive on the continent are essential
- British or EU passport holder – essential
- A full UK disclosure of your suitability to work with adults and children will be required if you are offered the post

Essential Skills & Qualities

- Excellent presentation, communication and interpersonal skills
- IT literate and a competent user of Microsoft Office and Outlook
- Numerate – able to compile, use and interpret data in Excel
- Well organised with the ability to meet deadlines
- Able to work independently and remotely whilst contributing to the wider sales team effort
- Adaptability and the ability to work under pressure
- Experience and enjoyment of international travel together with the robustness to cope with its physical demands are essential

Language Skills

- Foreign language skills will be an advantage but are not a pre-requisite as you will be dealing with non-native teachers of English who will be willing & able to communicate with you in English. Of greater importance is your experience, confidence and ability to move around and operate successfully within countries where you do not speak the local language

DUTIES & RESPONSIBILITIES

To plan, deliver and follow-up promotional trips in support of the sales activities of the Company, including:

Planning trip itineraries and travel arrangements.

- Liaising with the territory manager over which schools to visit as part of the overall marketing strategy in the territory.
- Devising an efficient routing and itinerary.
- Booking flights, hire car and accommodation.
- Preparing necessary materials to support the trip.

Researching information on schools to be visited.

- Consulting school websites.
- Checking school files, previous visit reports, marketing reports and copies of course feedback received.

Arranging visits with schools' representatives.

- Telephoning, sending letters, e-mails or faxes to schools to notify them of any planned visit.

Visiting schools for meetings, presentations and teaching demonstrations.

- Meeting with English Teaching staff or school management to present details of English in Action Courses, answering queries in relation to materials, costs and implementation issues.
- Where appropriate, delivering short teaching demonstrations to students, either in class or as part of a larger presentation or parents' evening.
- Giving presentations to parents regarding the courses.

Providing promotional support to overseas representatives and liaising over sales and marketing.

- Liaising with agents and representatives by phone, letter, fax and e-mail, over targets, marketing strategy and promotions.

Attending conferences and fairs

- Promoting English in Action courses at conferences and fairs through active participation in the programme of events and by setting up and running a stand.

Reporting back on promotional activities and providing written feedback in the form of marketing reports.

Teaching

- Participate in the delivery of English in Action courses as a member of a teaching team as required.
- Troubleshooting possible problems in respect of courses being delivered by English in Action teachers.

Submitting accurate expense details & receipts from trips

- Completing details of cash advance & company credit card expenses in a timely fashion, including furnishing receipts.

Liaising closely with other members of the Company over the course portfolio and marketing materials.

ABOUT ENGLISH IN ACTION

We are a UK Education Company with over 26 years of successful experience in delivering short 1 to 4 week intensive communicative English courses in schools and centres around the world.

All our courses are delivered overseas and we employ and fly out a pool of over 200 native English speaking teachers to deliver 1,400 courses to 20,000 students at 500 schools and centres in over 20 countries every year, including:

Austria, Belarus, Belgium, Bulgaria, China, Croatia, Czech Republic, Germany, Hungary, Italy, Japan, Liechtenstein, Luxembourg, Poland, Russia, Serbia, Slovenia and Switzerland.

We have a wide portfolio of CEFR benchmarked courses at primary, secondary, vocational, exam preparation and specialist course levels for students aged 6 to 19, a suite of adult professional courses and a modular Teacher Development Programme for non-native speaking teachers of English.

Accreditation

English in Action is independently assessed and accredited by EAQUALS (The European Association for Quality Language Services). www.eaquals.org

HOW TO APPLY

Further information on English in Action is available at our website www.englishinaction.com

Please email the following to Paul Gibson, the English in Action Promotions Director, at: pgibson@englishinaction.com

1. Your up to date CV
2. The SPO 05/17 Applicant Information Form (download from our website)
3. A covering letter highlighting your achievements and motivation in applying for this post.
4. Please quote job reference **SPO05/17**

THE CLOSING DATE FOR APPLICATIONS IS FRIDAY 19 MAY 2017

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