

**PUBLISHING TECHNOLOGY PLC**
**JOB DESCRIPTION**

<b>JOB TITLE: Online Sales Manager USA</b>
JOB REF: SOL062
DIVISION/DEPARTMENT: Scholarly Online
REPORTING TO: SVP Scholarly Online
JOB TYPE: Full Time/Permanent
LOCATION: Cambridge MA or Somerset NJ, USA
<b>PURPOSE OF JOB</b>
<p>To sell our online systems offerings.</p> <p>To generate, manage and close sales opportunities for the IngentaConnect, pub2web and other online products provided by Publishing Technology.</p>
<b>KEY RESPONSIBILITIES</b>
<ul style="list-style-type: none"> <li>• Create and execute lead generation campaigns to generate business for these products: <ul style="list-style-type: none"> <li>○ mail shots</li> <li>○ cold calling</li> <li>○ marketing campaigns</li> <li>○ industry events</li> </ul> </li> <li>• Respond to Requests For Proposals.</li> <li>• Demonstrate our products</li> <li>• Presentations to prospective customers</li> <li>• Organising processes to take an opportunity and convert to a sale (organise the sales process)</li> <li>• Communication of strategic issues and policy to clients and prospects.</li> <li>• Maintenance of accurate and current records of activity and status of each publisher &amp; prospect relationship.</li> <li>• Have or develop a detailed knowledge of the company, competitor products/services and the latest developments in publishing.</li> <li>• Work with fellow business development and client/account management staff in the US &amp; UK to develop sales campaigns for our existing customers to purchase new products or upgrade to higher level products.</li> <li>• Contract negotiations.</li> <li>• Input into Sales strategy, Marketing Strategy, Client Management strategy, Engineering and Product Management priorities.</li> <li>• Attendance at industry related conferences and exhibitions.</li> </ul>

MAIN/CORE TASKS
<ul style="list-style-type: none"> <li>• Respond to incoming queries from publishers.</li> <li>• Provision of regular progress updates covering activity, forecasts, invoicing etc.</li> <li>• Preparation of quotes for new services.</li> <li>• Negotiation of new contracts plus addendums for new services.</li> </ul>
SPECIAL TASKS
None.
FLEXIBILITY STATEMENT
<p><i>The fast moving nature of the company's business also means that you may, from time to time, be asked to perform roles outside your original job description. This allows the company to utilise its people in the best possible way at all times and to help employees make their contribution to a changing environment.</i></p>
INTERNAL RELATIONSHIPS
<ul style="list-style-type: none"> <li>• Client/Account Managers</li> <li>• Production</li> <li>• Engineering and Development</li> <li>• Product Development</li> <li>• Customer Services</li> <li>• Sales and Marketing</li> <li>• Executive team</li> </ul>
EXTERNAL CONTACTS
<ul style="list-style-type: none"> <li>• All publishers with the potential to acquire online systems we can provide.</li> </ul>

Interested applicants should send their CV/resume to  
[recruitment@publishingtechnology.com](mailto:recruitment@publishingtechnology.com) quoting the above job reference.