

Position Description: Sales and Customer Service Officer

Position Summary	
Title	Sales and Customer Service Officer
Classification and Level	Level 2
Section	Marketing and Sales
Reporting to	Sales Executive
Delegation/Supervision	NA
Compliance Requirements	<ul style="list-style-type: none"> • Working with Children's Check • Full COVID-19 vaccination status
Date Approved	November 2023

About Early Childhood Australia

Early Childhood Australia (ECA) has been operating since 1938, we are a not-for-profit organisation with a national membership.

Our vision is 'every young child thriving and learning'. To achieve this vision, we champion the rights of all children from birth to the age of eight to thrive, learn and play at home, in the community, within early learning settings and through the early years of school. Our work builds the capacity of our society, including families and early childhood professionals, so that every child - regardless of location, household income or individual needs—can be nurtured to achieve their unique potential.

ECA acknowledges the unique place of Aboriginal and Torres Strait Islander peoples in our society, the past and current injustices, and realities for them across Australia, and the enduring strength of their cultures and identities. We commit to being at the forefront of achieving a reconciled nation that values, respects, and celebrates Aboriginal and Torres Strait Islander ways of knowing and being.

Everything we do is founded on our values:

Equity: We promote social empowerment and inclusiveness in how we work and what we do.

Integrity: Our work is based on evidence and expertise. It is always ethical and transparent.

Leadership: We are courageous in promoting the rights and interests of young children.

Respect: We value and esteem children, families, professionals, and each other, always

ECA's Strategic Plan (2021-24) outlines the future direction of the organisation and what we stand for. It contains five strategic priorities:

1. **Speak up for young children:** Be a courageous advocate that amplifies the voice of young children, their families and those who work with them.
2. **Collaborate for impact:** Work collaboratively with others to champion the importance of the early years and improve outcomes for all children, particularly those at risk of disadvantage.
3. **Champion 'beyond quality' in early education:** Strengthen the capacity of services to be ethical, inclusive, and effective in amplifying the learning outcomes and wellbeing of all children.
4. **Lead and inspire professional learning:** Lead the provision of quality-assured resources and learning opportunities for early childhood professionals.
5. **Be sustainable and effective:** Increase our effectiveness through innovation and improvement that is socially, financially, and environmentally responsible.

ECA is also strongly committed to reconciliation, our current **Reconciliation Action Plan** can be found on our website: www.earlychildhood.org.au.

Position Purpose

The *Sales and Customer Service Officer* is a key position, supporting the work of ECA through direct sales of resources such as the ECA Learning Hub, Memberships, Events, Publications and other resources to meet the needs of service providers and individuals within the early childhood education and care (ECEC) sector. This role will help to grow our clients, primarily through outbound calls to prospective customers. This role will also support the Customer Service Team with inbound enquiries, including customer and member phone enquiries, responding to emails, processing customer orders, providing assistance and troubleshooting for ECA Learning Hub customers, taking customer feedback and referring enquiries to relevant teams.

A key focus is the ECA Learning Hub, our professional learning platform, which offers professional learning for educators. As part of our strategic business plan, we aim to grow the number of users on the platform. This requires ECA to gain new customers and improve the retention of our current customers. Integral to this role is a focus on building and maintaining positive relationships with our customers, so that our relationship is not simply transactional, but a partnership.

Other areas of sales responsibility include ECA membership, which often goes hand in hand with ECA Learning Hub subscriptions, ECA publications, ECA Conference and Events and other ECA resources that may suit our customer's needs.

Reporting Structures

The *Sales and Customer Service Officer* reports to the General Manager, Marketing and Communications and will work closely with the Business Development & Client Relationship Officer and Customer Service Team on a day-to-day basis. Additionally, the *Sales and Customer Service Officer* will engage closely with the Professional Learning and ECA Learning Hub team, the Marketing and Communications team and the Events and Conference Team as required.

Key responsibilities

1. New Customer Sales

This role will undertake the sales process to meet KPIs and sales targets. This includes:

- **Prospecting:** Identify and qualify potential customers who may need your product or service.
- **Preparation/Research:** Gather information about the prospect to tailor your approach to their specific needs and challenges.
- **Approach:** Make initial contact with the prospect through calling, emailing, social media outreach, or in-person meetings.
- **Presentation:** Present to the prospect, identifying customer needs and communicating value proposition, highlighting how it addresses their needs and adds value. Up-sell and cross-sell as appropriate to support customer's needs.
- **Handling Objections:** Listen to any concerns or objections the prospect has and address them effectively.
- **Closing:** Ask for the sale and negotiate terms. Offer incentives and negotiate price with clients who are interested in making bulk orders as necessary, within approved guidelines. Prepare quotes and other documents related to sale.
- **Follow-Up:** After the sale, follow up with the customer to ensure satisfaction to support repeat business and referrals.

2. Data analysis and Reporting

- Review, analyse and report on data from various sources, including but not limited to Salesforce CRM,

the ECA Learning Hub platform and other data to support sales and business development activities.

- Regularly report against sales targets and KPIs

3. Retention, Engagement and Renewal

- Ensure the ECA brand and the ECA Learning Hub is managed in line with organisational guidelines.
- Support end to end customer experience across multiple channels and customer touch points.
- Develop and maintain relationships with clients to ensure ongoing customer satisfaction, keep them informed about new products or services and identify sales opportunities.
- Act as first point of contact with providers and clients. This includes:
 - Proactively problem solve client needs to improve their engagement with the ECA Learning Hub and other ECA resources.
 - Acting as conduit between the client, the ECA Learning Hub team and senior management and escalating issues as required (e.g. if client is at risk of not renewing).
 - Providing client feedback to the ECA Learning Hub team for product improvement or development.
 - Cross promote ECA resources.
 - Obtaining client feedback for case studies and testimonials.
- Attend industry and client events as needed to profile and actively promote the ECA Learning Hub resources nationally (travel may be required).
- Support the renewals process as required.

4. ECA Membership, Publication and custom resource bulk sales

- Develop custom packages of ECA Resources (including membership, publications subscriptions and other ECA flagship resources) to suit client organisation needs, including development of pricing and package structures.
- Develop profit & loss statements for products and programs (with support of ECA finance team), and have a sound sense of financials, to ensure profitability of proposals.
- Help proactively grow service and organisation ECA memberships – e.g. by cross promoting with the ECA Learning Hub and other resources.
- Assist in evaluating ECA Membership offerings and marketing activities to ensure we are meeting our Membership needs. (Provide feedback) as well as scoping potential partners for cross marketing opportunities.

5. Customer Service

- As required, attend to the main switchboard, and triage or address incoming calls
- Respond to email enquiries
- Process customer orders, including memberships and subscriptions, books and physical resources, online learning, and events registrations
- Support customers with enquiries regarding ECA membership, Professional Learning, Events and other ECA products and services
- Provide assistance and troubleshooting for ECA Learning Hub subscribers, and escalate to technical support team when needed
- Take customer feedback and refer customers to relevant teams as required

Additional Duties

- Undertake other duties as directed, including but not limited to supporting the Customer Service team and Marketing, Sales & Communications team.
- Undertake additional project and event assignments, as required.
- This position may at times require interstate travel.

Selection Criteria (required)

- Demonstrated experience in direct sales, business development and/ or client relationship management, preferably within a digital subscription environment or with online learning products.
- Experience and ability delivering to sales targets and KPIs
- Demonstrated understanding of the early childhood sector, education, or healthcare sectors.
- Demonstrated ability to engage with diverse stakeholders – excellent interpersonal and communication skills including phone manner, writing skills, diplomacy, negotiating skills and client management.
- Demonstrated experience using a customer relationship management system (CRM), ideally Salesforce.
- Demonstrated experience and proficiency in Microsoft Office, including Excel, with experience in analysing various sources of data, problem solving, and making evidence-based decisions.
- Self-directed and highly motivated with the ability to exercise judgment and initiative, set priorities, manage time, work on different projects concurrently, and monitor workflow - with limited direction.
- Demonstrated experience undertaking client presentations and reports.
- Demonstrated experience working and collaborating in a small team environment and across teams.
- Ability to work outside standard hours and travel interstate if required.

GENERAL CONDITIONS OF EMPLOYMENT

- The salary for this role is Level 2 of the ECA Enterprise Agreement, salary packaging is available
- The role is full-time 37.5 hours per week primarily during business hours 9am - 5pm although some weekend work and domestic travel may be required from time to time.
- The role is based at ECA's Melbourne Office.