



JOB DESCRIPTION

LICENSING SALES MANAGER

Location: London
Reports to: Sales Manager
Grade: 5

What we do

We support pharmacists in their education and development, promote pharmacy in the media and government, and lead the way in medicines information across Great Britain and around the world. Our **mission** is to put pharmacy at the forefront of healthcare. Our **vision** is to become the world leader in the safe and effective use of medicines.

Our values

At the core of our culture, our Values Focus, Agility, Quality, Collaboration and Respect describe the way we work to achieve our organisational goals. We believe people don't need to be fixed to their desk to achieve great things, so we offer flexibility to our people in how they do their work wherever possible, to bring out the best in everyone and provide an inclusive working environment.

Leadership in pharmacy

We define best practice for pharmacy professionals and help them achieve this through professional development, career support and training. We are here to support professionals with the challenges of pharmacy practice, and advocate for the role of pharmacy by setting professional and ethical standards, producing policy papers and responding to consultations with government and industry.

Publishing

We're the world leaders in evidence-based pharmaceutical publications and guidance. Pharmacists and other healthcare professionals trust us to provide expert analysis, educational support, webinars and news that informs, supports and enhances their practice. We independently source, evaluate, and communicate and make practical medicines knowledge accessible worldwide.

Central Services

We support the organisation to achieve its goals by providing people, technology, facilities and financial services.

Our governance and leadership

Our Assembly provides overall governance and strategic direction for RPS. Our three National Pharmacy Boards provide advocacy, support and strategic leadership for pharmacy practice and developments within England, Scotland and Wales. The Pharmaceutical Press (PhP) Board advises the Assembly on the direction and approach of Publishing, while our Executive Team look after every aspect of our operations.

JOB PURPOSE

To achieve sales targets by creating and converting a sustainable pipeline of licensing sales opportunities whilst managing the existing portfolio of subscription licensing partners. This will involve identifying prospective new clients, understanding, and managing complex use cases, managing internal and



external stake holders, creating proposals, value propositions and supporting communications, maximise up-sell opportunities, whilst presenting, pitching, negotiating and ultimately closing new revenue.

MAIN ACCOUNTABILITIES

- **Customer identification** – targeting prospective new customers and partners
- **Lead generation** – approaching the identified prospects and creating the introduction of our content and proposition
- **Pipeline creation** – Progressing created leads into a new licensing pipeline.
- **Generating New Business** – ensures the achievement of target through new direct sales and growth of new content into the existing portfolio. It will require identifying new potential customers, setting appointments, understanding customer requirements, presenting solutions, and closing new business.
- **Establishing relationships** – as the forefront of customer communication, it will be a central responsibility to create, maintain and grow meaningful communication and dialogue with all the necessary stakeholders (both internally and externally) required to create and deliver new revenue opportunities
- **Pipeline Creation** – Populating, maintaining, and presenting regular sales pipelines, activity plans and status reports.
- **Market Knowledge** – understanding our market is pivotal to the success of this role, thus the employee must be perpetually active in increasing their knowledge of the market, its players, content providers and competition.
- **Knowledge transfer** – the market knowledge learned must be effectively communicated back to the organisation regularly
- **Reporting** – the CRM system must be used accurately to report the extent of activity, planning and success, regarding figures, customer data and insight.

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.

SUCCESS MEASURES

- Individual quarterly and annual revenue targets.
- Identification of new customers
- Conversion rates for leads into new sales.
- Demonstrates personal commitment to the development of new revenue streams and its attached business strategy.
- Provides regular customer/market feedback.
- Updates and maintains CRM records to high standard – accurate, comprehensive, and relevant.



KNOWLEDGE & SKILLS FOR THIS JOB

- Sales experience, ideally gained in an STM publishing or digital sales environment
- Working understanding of legal contracting including but not limited to IP, licensing rights, contractual structures, liabilities, and indemnifications
- Consultative selling – with client facing skills and demonstrable experience of pitching business solutions to senior decision-makers
- Prior experience in complex high value sales is a necessity
- Ability to work under pressure to specific deadlines
- Excellent written and verbal communication skills.
- Ability to understand and work with complex business models
- Attention to detail and analytical skills
- Ability to work autonomously
- A good understanding of CRM and the importance of database management

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