JOB DESCRIPTION

Position: Education Executive
Department: Marketing
Reports to: Gerald Chait
Direct Reports: Nil

Internal Relationship: Learning and Development Executive, Marketing Executive - Retention, Marketing Executive Team Leader - Professional Channel, Product Management, Marketing Executive - Professional Channel, Professional Channel Operations Executive, Reckon Accredited Partners

KPIs Include but are not limited to:
- Achievement of revenue objectives (ie. Number of new institutions and number of licence sales into the institutions)
- Acquisition of Secondary and Tertiary Institutions such as Schools, Private Colleges, TAFE’s, Universities, RTOs and other ACEs to incorporate QuickBooks, Quicken and Reckon Elite into relevant courses
- Acquisition of Community Colleges and other RTO’s to offer dedicated QuickBooks training courses.
- Negotiation and implementation of strategic sponsorship arrangements within the education sector
- Management of Education sector marketing budget

Purpose:

The Education Executive is responsible managing the national education function within Reckon. This includes conceiving, developing and implementing sales and marketing initiatives, increasing the penetration of QuickBooks, Quicken and Elite training through RTO’s, Secondary and Tertiary educational institutions and ensuring appropriate products and educational materials are developed. The objective is to increase the number of SME’s, bookkeepers and accountants choosing Reckon products as their preferred accounting software.

The role is a blend of general channel management, BDM/Account Management, Marketing and sales, with the primary focus being to develop and market initiatives targeting the education sector and selling into educational institutions. This includes developing relationships with education related associations such as AFFANZ (University Accounting Academics), ACPET (Registered Training Organisations), AISEC (Student Bodies) and teacher professional associations such as the VCTA to increase the advocacy and support of Reckon products within the education sector. These relationships include the strategic development of sponsorship agreements, training and representation at conferences, exhibitions and trade events.

Responsibilities:

- Tertiary Sector (TAFE, Universities, CAE’s and RTO’s)
  - Relevant products include QuickBooks, Quicken and Reckon Elite
  - Work with academic institutions to incorporate Reckon products into their training programs
  - Sell site licenses to support the delivery of training in Reckon products
  - Sell single use student licenses for student use outside of the classroom environment
  - Co-ordinate Accredited Partner involvement to deliver training
Work with the Learning and Development Executive to ensure Tertiary sector teachers are sufficiently knowledgeable to deliver Reckon Product training.

Train AIESEC (University student organization) members at (UNSW, Sydney, Uni Melb, Uni SA, Adelaide Uni, Curtin Uni, UWA, QUT, UQ)

Manage existing sponsorship arrangements with
- AFFANZ annual conference – University accounting academics
- ACPET – annual conference for Registered Training Organisations
- TAFE Network Qld – Accounting teachers – annual conference
- TAFE Network Vic – Accounting teachers regular meetings and annual conference

Develop new sponsorship arrangements

Secondary Sector (Schools)
- Relevant products include QuickBooks and Quicken
- Co-ordinate Accredited Partner involvement to deliver training
- Manage existing sponsorship arrangements with
  - Victorian Commercial Teachers Association (VCTA)
  - Economic and Business Educators NSW (EBE NSW)
  - Business Educators Teachers Association of SA (BETA SA)
  - Business Educators WA (BEWA)
  - Business Education Association of Queensland BEAQ
- Develop new sponsorship arrangements

Work closely with the marketing team, especially the Marketing Executive – Acquisition and Marketing Executive – Online to create online and offline marketing communications for academic institutions and students

Work closely with the Marketing Executive – Events to ensure maximum publicity at conferences and trade events.

Work with both internal training department as well as external publishers to co-ordinate the development of mapped training materials that qualify for RPL for accredited Certificate IV courses.

Work with Product Development to ensure educational products and exercises are developed

Work with textbook publishers and authors to ensure up to date educational material is developed for tertiary and secondary sectors

Prepare and submit monthly reports reflecting product sales including licenses (Tertiary and Secondary), single use sales, revenue and costs against budget

Provide basic post sales support

Work with internal design team on marketing communications campaigns to support brand objectives

Produce and implement promotional material for education markets

Conduct market insights reporting

The role involves regular travel within Australia

External relationships
- Educational Institutions (secondary, tertiary, CAE’s)
- Educational Associations
- Trainers Network
- Authors of educational materials

Qualifications and Experience:
- Strong knowledge and experience within educational channels
- Strong oral and written communication skills with a marketing focus
- Strong negotiation skills
- Exposure to marketing within the education sector
• Experience in effective campaign briefing and measurement of acquisition activity
• Strong attention to detail
• Ability to analyse numerical data
• Event co-ordination experience
• Drivers licence, with ability to travel regularly within Australia

Desirable:
• Business Development/Account Management experience using solution-based sales techniques
• Experience in providing training or developing training programs is desired but not essential
• Understanding of accounting/bookkeeping principles and practices
• Experience in software marketing
• Experience in working with technical products and communicating simple messaging around complex technology (IT / Telco / Fin Services)
• Business/general teaching experience is desirable but not essential