

# POSITION DESCRIPTION

<b>Position:</b>	<b>SALESPERSON/CLIENT LIAISON</b>
<b>Reports to:</b>	Operations Manager/Director
<b>Time Fraction:</b>	Full-time 1.0FTE
<b>Tenure:</b>	Ongoing
<b>Classification:</b>	
<b>Commencement Date:</b>	January 2024

## LEADING IMAGE SCHOOL PHOTOS OVERVIEW

Leading Image School Photos Pty Ltd are the leaders in School Photography. Our company is a growing family business, comprising of a group of local independent photographers operating under the Leading Image business and brand to provide a truly professional and complete school photographic service, ensuring excellent service along with exceptional quality in our work.

We are a national brand, we pride ourselves on value, quality and service to our customers. Local schools being serviced by local people, developing long and valued relationships you can trust.

## POSITION OVERVIEW

The Salesperson/Client Liaison is primarily responsible for managing local client sales accounts to market our brand and promote our professional services to new and existing clients.

The Salesperson/Client Liaison will have the ability to proactively and positively contribute to the sales team to maximise sales opportunities and deliver exceptional results.

The Salesperson/Client Liaison will work closely with other branch staff and support the management team to meet sales goals and objectives in the organisation, and to ensure positive customer/client experiences.

## KEY RELATIONSHIPS

This role works collaboratively with other roles within the organisation to deliver shared goals and objectives.

### Internal Relationships:

- Branch Manager
- Operations Manager
- Directors
- Sales Manager/Sales Team
- Photographers
- Production and team
- Customer Service and Administration team

### External Relationships

- School administration staff
- Community stakeholders

## KEY RESPONSIBILITIES

- Responsible for sourcing news schools on behalf of Leading Image School Photos for photographing
- Establish, maintain, and develop business, relationships with customers and potential customers in the assigned geographic areas. Marketing the brand to new customers and maintain existing clients.
- Undertake regular follow-up and communications with existing and potential clients, ensuring exceptional customer experiences and to promote and maximise sales opportunities
- Proactively acknowledge, engage, and interact with all clients; understand, anticipate and analyse customer needs and interests
- Liaise with schools and attend conferences and functions on behalf of the company to canvass further contracting opportunities
- Travel daily to various schools and locations with the possibility of some overnight travel as required
- Collaborate with school administration to ensure smooth photo day operations and follow-up
- Work closely with other branch staff and your support management team to meet customer needs and deliver professional and quality service
- Deliver exceptional sales results, meeting KPI's and sales goals.
- Complete periodic review and reporting of relevant sales procedures and sales activity
- Produce and submit timely reports on sales activity
- Ensure a clear and concise standard of reporting and documentation is upheld
- Liaise with Operations Manager/Sales Manager to communicate any issues relating to sales and client issues
- Ensure client and team member confidentiality is always maintained where required

- Attend other team and organisational meetings and debriefs as required
- Undertake induction, training and professional development activities into Leading Image School Photos procedures, protocols and policies
- Ensure appropriate child safe standards of behaviour and comply with child safety obligations and requirements at all times
- Perform duties in accordance with all regulations, policies and procedures of Leading Image School Photos Pty Ltd
- Perform duties, adhering to Work health and Safety regulations, policies and procedures
- Undertake other duties as directed/required

## PERSONAL ATTRIBUTES

- Strong communication skills, with the ability to interact with students, parents, and school staff
- Highly developed organisational and time management skills, with demonstrated ability to meet deadlines
- A positive team player and who engages collaboratively with teams and encourages others
- High level of attention to detail and accuracy, and committed to delivering exceptional results
- Present and conduct yourself with impeccable honesty and integrity at all times to maintain the high standards of the Leading Image business and brand
- Good people skills and show, courtesy and respect at all times
- A professional attitude and uphold company policies and procedures to maintain excellence
- Flexibility, with a willingness to undertake a variety of tasks
- A positive 'can-do' attitude

## QUALIFICATIONS AND EXPERIENCE

- Demonstrated experience in a client sales role
- Experience collaborating with a creative team and with clients

## KEY SELECTION CRITERIA

- Strong interpersonal skills, with the ability to build and maintain strong client relationships
- Ability to meet sales goals and deliver excellent sales results
- Good administration skills, with basic computer knowledge to complete daily digital processes

- High level of attention to detail and accuracy, and a commitment to delivering exceptional results
- Exceptional time-management and organisational skills, with the ability to prioritise tasks
- Self-motivated and ability to work autonomously, as well as contribute to a high-performing team environment
- Ability to problem-solve and be resourceful and proactive when issues arise

## ESSENTIAL STAFF REQUIREMENTS

- Hold a current Working with Children Check (Employee Status)
- Hold a current Driver's licence
- Adhere to Work Health and Safety policies and procedures
- Adhere to all Leading Image School Photos policies, guidelines and procedures

A position description's purpose is to provide an outline of scope and responsibilities, at a point in time. The scope of the role may be altered from time to time in accordance with changing business requirements.

Last Reviewed Date: **November 2023**