



Livingston James



Position Profile

**Director of Sales**



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## THE WORLD'S MOST EXPERIENCED ONLINE LEARNING ORGANISATION.

For over 130 years, ICS Learn has helped millions of students and global businesses develop in-demand professional skills with unrivalled flexibility and support, allowing them to achieve their goals and fulfil their potential.

ICS Learn works to support learners and organisations to:

### Cultivate their career

We help people gain life-changing qualifications while shaping online study around their schedule.

### Build world-class teams

We help organisations develop their staff online with minimal disruption to their everyday tasks.

### Simplify their apprenticeships

We help apprenticeship providers deliver CIPD-accredited HR and L&D apprenticeships.

Headquartered in Scotland and with learners in over 100 countries, ICS Learn is trusted by clients such as adidas, Vodafone, NHS and RBS.

Courses offered cover HR and L&D, Accounting & Finance, High School and Business Management subjects, working in partnership with leading awarding bodies such as CIPD, aat, CIM, CIPS and Prince2. Offering over 50 professional qualifications, all delivered digitally, we hold no.1 market position in each subject area and boast exceptional exam pass rates.

ICS Learn is part of a wider group, Skill & You, which is backed by private equity firm IK Partners. Acquired from Primary Capital Partners in 2022, the business had seen significant international growth, establishing operations in the Middle East and making two highly successful acquisitions, both in the HR Training sector, DPG in October 2020 and Acacia Learning in January 2021.



### Unbeatable experience

We help global brands and professionals in every industry to develop the skillset they need to succeed.



### Unparalleled flexibility

Our learners are in complete control of their learning, progressing at their own pace and shaping study around their work, family and life.



### Unlimited support

Our students have unlimited support from their expert tutors, so they're only ever a message away from a helping hand.



<b>Job Title:</b>	Director of Sales
<b>Location:</b>	Glasgow (hybrid – 2 days per week in Glasgow office)
<b>Reports to:</b>	Chief Executive Officer (CEO)

The opportunity for a new Sales Director has arisen due to the promotion of the previous Sales Director to CEO. Since David joined the business in May 2021, he has successfully led the sales org through a successful exit to Skill and You and navigated the business through the Covid-19 years and beyond. In addition, he has opened a Middle East regional HQ in Dubai as the business looks to further expand its geographical presence.

This role will be focused on maintaining the business's number 1 market share position in its key markets and playing a critical role in identifying new opportunities for growth. One of the keys to success with this opportunity is recognising the very high value that each member of the team contributes and ensuring that they are managed in a positive fashion. It takes c12 months to resource and fully train a sales consultant so maintaining the longevity and the very low churn is paramount.

The obvious priority will be earning the support and respect of the team so that improvements and growth can be made in time. The role works very closely with the other members of the SMT, particularly the Finance, Marketing, Technology and Education operations.

In order to fuel growth, the business is keen to explore the formation of an outbound, B2B focussed team to compliment the current Course Advisors who all work with inbound leads only.

There is a Sales Manager who is a key asset and is very strong operationally. The team is large but flat in structure, so she is valuable in ensuring a balanced approach to work distribution and management. ICS Learn has sales staff in Glasgow and Dubai and DPG has staff that work remotely from a Manchester base.

## Main Responsibilities:

- Develop a sustainable long-term strategy for continued growth of at least 15% per annum across all three businesses
- Work in partnership with marketing, technology and education to ensure sales strategies are aligned with market penetration, system integration and new products
- Drive improvement in performance through training, support and regular review
- Highlight improvements required in technology and marketing to ensure sales can function to the best of their ability
- Drive best practice across all business units, learning from each one as you do
- Present business investment opportunities to the CEO for assessment
- Recognise that performance fluctuations can often be associated with external factors and provide appropriate support
- Plan for growth and strengthen the team in advance of change



- Write and present tenders and proposals, ensuring an exceptional standard
- Support international expansion and high-profile events to raise the awareness of ICS Learn
- Ensure ongoing training for the sales team around the specific products they are selling
- Daily, weekly and monthly review of sales data to allow improvements, spotting emerging trends and planning for the future accurately
- Drive constant student engagement and feedback to understand how services could be improved and what others could be offered
- Monitor the market and competitor businesses





This role requires a mix of skills. On one hand a considered and empathetic leader, and on the other hand a strategic, growth centric sales leader who can identify new revenue streams for the business by either adapting the current product suite, or supporting the SLT to add new ones. Many improvements will come through some fine tuning, adding skilled advisors and encouraging healthy competition; not through bluster and bravado.

A sharp analytical approach with strong planning skills will be required for the investors so they can maximise the potential of their current and future investments.

## Key Skills:

- Strong career managing teams of salespeople, preferably in multiple locations
- History of planning strategic sales programmes that deliver regular growth
- Experience of working with successful individuals who need less hand holding
- Experience of selling to both B2C and B2B markets
- Ability to assess training and support needs
- Robust enough to drive change where required
- Credible at senior management level and able to work with other leaders in the business
- Excellent communication skills
- Strong numerical background, with sales P&L a key part of your career
- Knowledge of educational sales would be advantageous
- Experience of working with international markets would be beneficial
- An engaging style
- Confident in presenting new investment ideas to ensure the support they require





## Remuneration:

An attractive salary and benefits package is on offer, commensurate with background and experience required for the role. There is also a management incentive plan in place.

## Recruitment Process:

The search and selection process of this assignment is being managed by advising consultant, Alistair Shaw, Director at Livingston James, and supported by Kirsty Mclardy.



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Selected candidates will then be invited to interview with the ICS Learn team. All third-party applications, enquiries and direct approaches to ICS Learn will be referred to Livingston James.



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