

Role: Sales Enablement Manager
Team: Marketing
Package: Pension, Unlimited leave, Flexible working
Location: London / Office based
Salary: Up to £40,000, dependent on experience

This is a fantastic opportunity for a marketer to join an award-winning company, which is breaking new ground in developing people through vocational learning i.e., apprenticeships. Corndel works with some of the UK's largest and most high-profile businesses, delivering a range of government-funded and commercial development programmes, including Leadership and Management, Data Analytics, DevOps, and Software Development

Corndel has grown exponentially since its inception in 2017, through a proven strategy of targeted relationship building with Talent/Learning, Diversity & Inclusion, Early Careers, and data-driven decision-makers at large corporates across a range of industries.

The Role:

Corndel has ambitious plans to continue its growth trajectory through 2023 and beyond. Working as part of the marketing team the role of the Sales Enablement Manager will, through understanding our buyer's journey, develop the necessary assets and tactical campaigns to facilitate successful customer acquisition and cross/upsells.

You will be responsible for determining what assets, messages and initiatives sales need to close a deal and work with the marketing, sales and curriculum teams to deliver and implement these. The ultimate goal of this role is to ensure that prospects are able to see the full value of Corndel's solution-based offering.

Responsibilities:

Reporting into Corndel's Marketing Director, the Sales Enablement Manager will:

- Manage the design, production and maintenance of our all-sales enablement assets including brochures, microsites, sales flyers, presentations, videos, case studies and print materials.
- Lead on the creation of appropriate processes/practices, forms, and tools to drive and measure sales force productivity
- Build and nurture relationships with the Corndel sales teams to identify key sales enablement priorities.
- Own and develop the sales enablement strategy and roadmap, creating ideas for materials before customers and prospects know they need them.
- Carry out market and competitor research and report on your findings
- Helping set copy style and tone of voice guidelines and ensuring all content is on-brand and consistent with the style and tone of voice guidelines.
- Edit, proofread, and improve all the sales enablement content.
- Create and enforce rock-solid commercial copywriting and storytelling
- Story board video production and manage/direct a film crew to deliver multiple assets

- Using analytics to report on sales enablement content use and ROI - then optimise content, with an understanding of performance benchmarks and targets.
- Support sales calls and pitches with effective presentation content.

What we're looking for:

- A self-motivated, results driven individual with experience in B2B sales and marketing.
- A starter-finisher who enjoys both strategic planning and the hands-on delivery
- Outstanding stakeholder management and cross-functional collaboration skills.
- Excellent verbal and written communication skills, with an eye for detail
- Someone with a can-do attitude who is comfortable working in a start-up, entrepreneurial culture
- Strong copywriting and proofreading skills
- The ability to think conceptually and analytically at the same time
- A creative thinker with a proven track record in creating engaging content
- Experience or knowledge of using a CRM (HubSpot or similar) to inform and manage sales and marketing activity
- Experience in identifying best practice trends, and bring in creativity and fresh thinking

Corndel is committed to building a brilliant team that is inclusive in its culture and values diversity to best serve the needs of the learners and clients we support. We strive for equality of opportunity in all we do and actively encourage applicants from all groups and backgrounds to apply for this role. If you don't meet every requirement and are excited about this role, but your experience doesn't align perfectly, we encourage you to apply anyway. You may be the right candidate for this or other roles.

This is an exciting time to be joining a fast-growing, purposeful business. If your skills and interests could help us increase our reach and make an even bigger impact, we would love to hear from you.

About Corndel:

We deliver transformative professional learning for leading UK businesses, focused on the core corporate competencies which provide strategic advantage.

We currently deliver seven professional development programmes: Data Analytics, Leadership and Management, Project Management, Fundraising, DevOps Engineering and Software Development.

We have grown by targeting some of the UK's largest employers and delivering scaled programmes across their management and professional workforce.

Our clients include ASDA, Credit Suisse, Legal and General, Marks and Spencer, AIG, Joules, Kier Group, Royal Mail, G4S, Wates, Macmillan Cancer Support and the NSPCC. We are targeting some of the largest businesses in the UK, including major players in financial services and technology.

We have differentiated from the market by a quality offer focussed on professional coaching and original content. We offer the most competitive salaries in the apprenticeship industry and the opportunity to be part of an exciting and ambitious high-growth business.

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