

# Sales Lead for the EIT Digital Professional School

## EIT Digital

We believe in making and shaping a competitive digital Europe that is inclusive, fair and sustainable and aim at global impact through European innovation fueled by entrepreneurial talent and digital technology.

We embody the future of innovation by mobilizing a pan-European multi-stakeholder open-innovation ecosystem of top European corporations, SMEs, startups, universities and research institutes, where students, researchers, engineers, business developers and investors address the technology, talent, skills, business and capital needs of digital entrepreneurship.

We build the next generation of digital ventures, digital products and services, and breed digital entrepreneurial talent, helping business and entrepreneurs to be at the frontier of digital innovation by providing them with technology, talent, and growth support.

For more information, visit [www.eitdigital.eu](http://www.eitdigital.eu)

## EIT Digital Professional School

This is an exciting opportunity in the EIT Digital Professional School developing a continuing education course portfolio, designed to provide critical digital knowledge, insights and skills to European professionals and executives. For the course development and deployment, we partner with Europe's high-ranking universities of technology and EIT Digital industry partners. The Professional School is part of the EIT Digital Academy, a unique blend of the best of technical excellence and entrepreneurial skills to digital engineers and professionals at all stages of their careers. The EIT Digital Academy operates through four schools: Master School, Doctoral School, Professional School and Summer School.

## The Role

You will drive the sales of the EIT Digital Professional School portfolio by actively seeking out prospects and pursuing sales opportunities. You are a dynamic self-starter who can demonstrate a proven track record of finding and developing sales opportunities. You will be able to build a strong rapport with leads, future participants and client companies, and effectively communicate the benefits of our professional education for their professional growth. You will work closely with the Professional School Head and Marketing and Portfolio Lead in building the most effective solutions for developing the customer base. The ideal candidate is someone with high energy, is result-oriented and with a curiosity about digital innovation and entrepreneurial education.

## Main Responsibilities

- Develop and execute long-term sales strategy;
- Responsible for all phases of the sales process from establishing new accounts through prospecting, networking, assessing customer needs, presenting solutions, and driving sales;
- Build and maintain a CRM database with up-to-date client information. Document all interactions to ensure effective management of leads. Create reports for measuring sales development, retention, forecasting, and pipeline building;
- Develop in-depth knowledge of professional courses on offer and its benefits for professional advancement;
- In conjunction with the Marketing & Portfolio Lead, leverage marketing and sales tools to identify solutions and create ways to attain new participants;
- Collaborate on marketing campaigns led by external agency: Report on the progress of the sales. Source information about the target audience. Inform about improvements and changes to ensure better traction;
- Maintain appropriate contact with all participants throughout the entire enrollment process (e.g. admission letters, invoicing/tuition fee, onboarding information before course start);

- Support the enrolled participants before the course starts to encourage engagement.

### Qualifications and Experience

- Bachelor or Master's degree, preferably in business, business management, marketing, or related field;
- Sales oriented and target driven profile with a minimum of 5 years of work experience in sales or recruitment. Previous experience selling into higher or executive education, or admissions, is an advantage;
- Previous successful experience meeting performance/sales goals;
- Experience making cold calls, effectively managing prospect engagement and conducting virtual presentations and meetings required (internal and external);
- Effective communication skills. Ability to professionally and effectively communicate on course offerings to applicants through both the written and spoken word;
- Excellent negotiation and relationship-building skills;
- Self-motivated and ambitious, strong ability to manage and complete projects and tasks independently;
- Proficient in Microsoft Office Suite, regular Excel user.
- Experience in CRM Hubspot Sales Marketing Automation is an advantage.

### Languages

Fluent in English with excellent verbal, written and presentation skills. Knowledge of other EU languages is an asset.

### Employment

This is a full time position. Place of employment is preferably at EIT Digital HQ in Brussels, although location at one of the EIT Digital European Co-location centre with easy connection for travel in Europe might be considered. Regular travel across Europe is required for this position.

### To apply

Please mail a resume and motivation letter to [saleslead\\_academy@eitdigital.eu](mailto:saleslead_academy@eitdigital.eu), outlining how your skills and experience meet the qualifications of the position. Applications without a motivation letter will not be considered. Additional information can be obtained via <https://www.eitdigital.eu/our-community/careers>

EIT Digital is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

**Applications should be submitted before before 5pm CET of October 22 2021.**