

# 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).

## About EIT Digital Professional School

This is an exciting opportunity in the EIT Digital Professional School that develops 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, offering the best technical and entrepreneurial education for digital engineers and professionals at all stages of their careers. The EIT Digital Academy operates through three schools: Master School, Professional School and Summer School.

## Your 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 has a curiosity about digital innovation and entrepreneurial education.

## Your Key Responsibilities

- Develop and execute a sales strategy.
- Lead all sales process phases, from generating new B2B leads to establishing new company accounts (B2B) for the Professional School portfolio of courses through active prospecting, networking, and consultative sales.
- Develop in-depth knowledge of the professional course portfolio and its benefits for professional advancement.
- Build and maintain a CRM database with up-to-date client information. Document all interactions to ensure effective management of leads. Create regular reports to measure sales development, retention, forecasting, and pipeline building.
- Collaborate with the Marketing & Portfolio Lead, leveraging marketing and sales tools to identify solutions and create ways to attract new participants. Report on the progress of the sales to ensure better traction.
- Maintain appropriate contact with all participants throughout the enrollment process (e.g. admission letters, invoicing/tuition fee, onboarding information before the course start); Support the enrolled participants before the course starts to encourage engagement.

## Your 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 Account management or commercial. Previous experience selling into higher or executive education, or admissions, is an advantage.
- Experience making cold calls able to apply the 80/20 rule, 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 the written and spoken word.
- Collaborative team player: great ability to work effectively at all levels and deliver success with and through others. Self-motivated, ambitious, and with a solid ability to manage and complete projects and tasks independently. Create a unique working environment that is unique, spawns new ideas and is enjoyable for the other people involved.
- 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. The place of employment is preferably at EIT Digital HQ in Brussels, although location at one of the EIT Digital European Co-location centres 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 [www.eitdigital.eu/our-community/careers](http://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 a 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 5pm CET Friday, July 8, 2022.***