

## Sales Lead Education Programmes

### About the EIT Digital Entrepreneurial Academy

The EIT Digital Entrepreneurial Academy delivers the EIT Digital entrepreneurship education programmes and operates through four schools: Master School, Doctoral School, Professional School and Summer Schools. Its equips its students with both deep tech digital skills as well as entrepreneurial skills.

The EIT Digital Entrepreneurial Academy is closely linked to the EIT Digital Innovation and Education activities that focus on bringing technology to market and scaling up of digital ventures. Students from the EIT Digital Entrepreneurial Academy for the human link between the Education and Innovation activities of EIT Digital.

The EIT Digital Entrepreneurial Academy is delivering entrepreneurial digital talents through deep embedding of entrepreneurship into the education programmes as well as applying novel on-line education techniques (such as MOOC, blended education, mobility, industry internships).

### The Role

The Sales Lead will be responsible for selling the courses and seats offered by the EIT Digital Schools (Professional School, Summer Schools and Industrial Doctoral School). The Sales Lead is responsible for implementing and delivering the strategic sales plan for the Entrepreneurial Academy to foster the sales growth in Europe. Sales lead is responsible of defining and following the promotion campaigns for sales of the Academy.

### Main Responsibilities

The ideal candidate should possess a background in digital higher education and experience with blended education. The key responsibilities are:

- Develop and deliver on sales targets
- Draft sales proposals and lead sales deals upon completion
- Develop and build strong business strategic relationships
- Develop and implement new sales initiatives
- Deliver effective sales presentations, both face-to-face and through webinars/web meetings and offer proposals to existing and prospective customers
- Complete and maintain accurate sales forecast to ensure target results based on successful pipeline management
- Build long term customer value proposition and increase sales effectiveness
- Responsible for the day-to-day running of the selling activities
- Definition of a sales promotion strategy for EIT Digital Entrepreneurial Academy
- Build a comprehensive set of sales promotion actions that deliver a unique customer experience and maximize generation of prospects
- Liaise with internal and external communication and marketing teams during sales promotional campaigns. Analyze post campaign performances, adapt sale messages and content to the targeted audience, make corrective actions
- Ensure one-time delivery of sale promotion materials according to the sales plan
- Manage external marketing agency services (provide briefs, follow planning, execution and budget)
- Coordinate all internal /external sales events (schedule, invitations, customer survey)
- Respond to customer request and update our CRM with qualified customer information for sales
- Benchmark our sale promotion activity. Propose new initiatives to improve customer digital experience

### Qualifications and Experience

- MSc degree in STEM is a requirement, preferably in Computer science or related field
- 8+ years selling experience operating in technology business environment and high education field
- Proven track record of driving performance to achieve results
- Experience with international collaboration
- Excellent communication and interpersonal skills with ability to build strong relationships at all level of an

organisation

- Excellent sales and negotiation skills
- Hands-on mentality and effective execution

#### **KPIs**

- Number of paying participants attending courses for the Professional School
- Number of seats sold for the Summer Schools
- Number of sales agreements with industry/organizations for (paying) participants to Schools

#### **Languages**

- Mastery of English, with superior verbal, presentation and written communication skills. Knowledge of another EU languages is a merit.

#### **International travel**

The Sales Lead needs to be prepared to travel between the EIT Digital nodes and Brussels on a regular base

#### **Place of employment**

EIT Digital Brussels, Belgium. Work from a different EIT Digital location with easy connection for travel in Europe might be considered.

**Reporting to** EIT Digital Chief Education Officer

#### **About EIT Digital**

EIT Digital is a leading European digital innovation and entrepreneurial education organisation driving Europe's digital transformation.

EIT Digital delivers breakthrough digital innovations to the market and breeds entrepreneurial talent for economic growth and improved quality of life in Europe. It does this by mobilising a pan-European ecosystem of 270 top European corporations, SMEs, start-ups, universities and research institutes. As a Knowledge and Innovation Community of the European Institute of Innovation and Technology, EIT Digital is focused on entrepreneurship and is at the forefront of integrating education, research and business by bringing together students, researchers, engineers, business developers and entrepreneurs. This is done in our pan-European network of Co-Location Centres in Berlin, Budapest, Eindhoven, Helsinki, London, Madrid, Paris, Stockholm and Trento. We also have a hub in Silicon Valley. For more information, visit [www.eitdigital.eu](http://www.eitdigital.eu).

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 below criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

#### **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.

***Applications should be submitted before 5pm, Friday 03 April 2020 CEST.***