

Sales Lead for the EIT Digital Professional School

The 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.

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 with a curiosity about digital innovation and entrepreneurial education.

Your Key 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.
- Ability to prioritize, meet strict deadlines and perform under pressure.
- 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.

Place of employment: EIT Digital HQ in Brussels. EIT Digital office in the Netherlands in Eindhoven is a second option.

About EIT Digital

EIT Digital is a leading European digital innovation and entrepreneurial education organisation supporting the creation of a strong digital Europe.

EIT Digital focuses on building and scaling ventures, and breeding and up-skilling talents to equip them with both digital and entrepreneurial skills. It does this by mobilising a pan-European ecosystem of over 300 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. It 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.

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

To apply

Please mail a resume and motivation letter to marketlead_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 CET on Friday, 22 January 2021