

EIT Digital Professional School Sales Lead

EIT Digital Academy and Professional School

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

The EIT Digital Professional School is developing and delivering courses for professionals to allow them to keep up to date with the most recent development in digital technology and the impact this will have on their work and business environment. The professional school delivers its programs through applying novel education techniques such as on-line, MOOC, blended education, and engagement of industry.

The Role

The Sales Lead drives the sales of the EIT Digital Professional School portfolio by actively seeking out prospects and pursuing sales opportunities. The responsibilities include generating leads, making sales calls, continuously updating CRM database, and driving sales growth. The Sales Lead will work with the Head of Professional School determine the most effective solutions to increase registrations to EIT Digital Professional School courses. The responsibilities will include creating a sales strategy and mapping out the tasks needed to implement that strategy. Position reports to the Head of Professional School.

Main Responsibilities

Sales

- Develop and execute long-term sales strategy. Drive sales through database and lead management.
- Utilize CRM (Hubspot) to contact leads, schedule appointments and calls, to determine goals and verify admissions requirements, to explain course offering and encourage registration. Maintain a regular daily volume of outbound calls to potential participants.
- 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. Be persuasive and knowledgeable of course topics and its benefits for professional advancement.
- Build rapport with prospects and ensure consistent follow up. Answer all questions and address all concerns.
- Develop and sustain long-lasting relationships with leads regardless of the status of their purchase.

Link with Marketing

- In conjunction with the Marketing & Portfolio Lead, leverage marketing and sales tools to identify solutions and sell to new leads. Recovers dormant customers via sales tools and marketing campaigns.
- Assist in creating penetration plans and initiatives in key target markets and channels.
- 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.
- Analyze competitors' "products" to determine course features, benefits, shortfalls, and market success.
- Initiates brochures and related materials (webpage changes) for recruitment purposes.

Enrollment

- Maintain appropriate contact with all participants throughout the entire enrollment process. Liaise with EIT Digital Operations & Accounting for invoicing purposes. Supervise the payment of tuition fees.

- Keep an open channel with enrolled participants before the course starts to encourage engagement and prevent participants from dropping out.

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.

Languages: Fluent in English with excellent verbal, written and presentation skills and in the language spoken at the chosen site of work. Knowledge of any EU language is a merit.

Place of employment Digital HQ in Brussels.

About EIT Digital

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

EIT Digital is focused on building and scaling ventures, and on breeding and up-skilling talents to equip them with both digital and entrepreneurial skills. It does this by mobilizing 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 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 Centers 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 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, 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, 04 December 2020