

Senior Sales Relationship Manager

Department:	Global Enrolment and Marketing
Location:	Home based or Hybrid / London
Reports to:	Vice-President, Marketing
Salary:	£40,000 base salary plus commission

About us:

BrandEd is quickly becoming one of the most innovative names in education. Our mission is to build compelling education programs in partnership with the world's best brands. Our established schools are The School of The New York Times and Sotheby's Institute of Art. Recently announced, the City Football Leadership Institute is joining the BrandEd portfolio in summer 2022 as a new partnership with City Football Group, the global sport company behind championship football teams like the Premier League's Manchester City, and MLS's NYCFC, among others.

The Role:

We are seeking to hire a senior sales manager to lead and execute a business sales and development strategy. Given the unique, global and varied nature of our offerings this individual will be tasked with forming a compelling and cohesive strategy for group and institutional sales focusing first on our newest venture – The City Football Leadership Institute – while addressing steady growth in the more established programmes. In addition to building a pipeline of B2B opportunities, this role will be expected to contribute to existing recruitment and business development efforts outside of the sales pipeline.

The candidate could come from a wide range of backgrounds but must have a track record of acquiring and converting group, institutional, and corporate partners. While knowledge of the education space and European football space is a plus, it is more essential the role be occupied by someone capable of utilizing our programmes and brand affiliation to match the interests of a wide range of potential partners and affiliate groups. They will be asked to think creatively about new audiences and how to approach these entities with the array of possibilities offered in the BrandEd portfolio. They will be an expert at creating demand and problem solving in both short and long purchase cycles to understand the unique needs of their clients and feedback to BrandEd insightful and strategic understandings of the market opportunities. This role has the potential to cast a wide and global net, while maintaining the legacy of these renowned brands.

About the department: The role sits within BrandEd's Global Enrolment and Marketing

(GEM) team consisting of Marketing, Enrolment, Brand Creative, Alumni and Marketing Technology. While this role must successfully integrate with, and to some extent be supported by, these multi-brand, B2C, shared service functions, it has the opportunity to establish a whole new market segment defined by a B2B approach. The is scope for the role holder to travel internationally to deliver the role.

Tasks & Responsibilities

- Develop new sales and commercial opportunities by leading and taking direct ownership of a global sales capability.
- Implement and deliver targets within the sales strategy inclusive of organisations sponsoring students within BrandEd programmes and/or commissioning customized training programs delivered by BrandEd schools on our campuses, online, or in global markets.
- Create a sales framework that includes materials, market research, and best practices that can be applied and expanded across current and future BrandEd properties
- Enable new business activity with other educational and corporate partners including feeder schools, co-branded programmes or co-commissioned educational products and curricula; initiate and conclude these deals.
- Lead, develop, and manage a stable of recruitment agents around the world, including regular communications and updates about BrandEd schools, overseeing commission contracts with key agencies, and identifying new contacts in key markets. Create a multitiered approach to incentivizing and communicating with these educational agents.
- Participate in recruitment activities and key presentations as a senior representative of BrandEd and its partner brands, presentations could range from student prospecting activities to internal business development
- Work with enrolment and marketing teams to create incentivizing strategies to increase individual and partner organisation lifetime value
- Share best practices and provide guidance to other areas of the organization, notably with the enrolment and marketing teams, to empower B2C areas of the GEM operations through proven sales techniques
- Maintain records and pipeline information within the BrandEd CRM, and deliver regular reports on status, open and closed opportunities, and prospect ratings.

Person Specification

- Educated to degree level
- Significant proven senior level sales experience (5+ years)
- Pro-active self-starter with the ability to work under pressure and manage conflicting priorities
- Experience in using CRM and database management platforms (Salesforce preferred)

- High level of interpersonal and communication skills; ability to be a brand representative of BrandEd and its partners
- Ability to travel
- Foreign Language skills (desirable)

Please note the following:

1. Please submit your CV and a covering letter explicitly addressing the criteria set out in the job description and person specification for this position to: vacancies@sothebysinstitute.com Please state where you have seen this role advertised.
2. Benefits include 25 days annual leave plus additional discretionary leave during the Christmas period, home based working, life insurance and 24/7 access to an Employee Assistance Programme.
3. Applicants must have the right to work in the UK
4. Closing date 1 May 2022, note that applications will be considered as they are submitted and the role may close early