



Job Description: *District Sales Specialist*

Company Summary

Education Funding Partners (EFP) puts the power of Fortune 500 marketing resources to work for public education by linking carefully selected brands and forward-thinking school districts to build successful partnerships. Leading companies engage with millions of parents, students and educators through a new, scalable and comprehensive marketing platform, while districts impacted by the ongoing budget crisis gain sustainable funding solutions. Through a national school district network built by EFP, brands invest in the K-12 community by preserving educational and enrichment programs. EFP (www.edufundingpartners.com) is a certified B Corporation, a for-profit company, guided by comprehensive social performance standards.

Position Summary

The School District Sales Specialist position is a full or part-time contractor position working as a member of the School District Programs team. Core responsibilities include district sales outreach and marketing with the goal of building a broader national footprint of public school districts.

EFP is based in Chicago with a remote staffing structure with some operations centralized out of Abundant Venture Partners' headquarters at 111 East Wacker Drive. This position could either be based in Chicago or candidate could work remotely using phone, Skype and other virtual meeting option to remain in contact with the EFP team. Given the position will have regular access to proprietary, non-public information, information gathered and used in the course of duties should be treated as confidential. Employee will need to sign a confidentiality agreement.

Primary Responsibilities

District Sales Outreach

- Key player on the School District Sales team, responsible for sales outreach via email and phone (cold calling) public school districts to set appointments
- In conjunction with team, preparing prospect lists and priority lists for cold calling
- Develop and support district outreach marketing efforts via mass emails, webinars, etc. working the marketing team
- Learn, maintain and extend knowledge of EFP's business model to support overall enterprise for the School District Program and Ad Ops teams
- Communicate with the individual school districts as needed
- Under the direction and guidance of the team incorporate data collection, tracking, and input for sales efforts utilizing multiple data-centric applications to track and analyze sales success metrics, and input, update, and maintain a variety of data in the EFP-proprietary cloud-based CRM (TrackVia)
- Work closely with the assigned district intern to ensure all school data is accurate and entered into the data base
- Detailed and diligent when developing reports and communication messages for school districts
- Utilize best practices for client interaction, sales and services
- Assists with Request for Proposal documents and delivery process
- Troubleshoot school district customer service issues when necessary
- Participate in relevant EFP team planning sessions and meetings, as requested
- Partake in managing interns who will be assigned to our District work

Employee Characteristics

- Mission-driven—passionate about helping others
- Positive attitude, highly motivated, self-starter and entrepreneurial
- Results-driven disposition and would be able to deliver on expected goals and targets
- Pays attention to details and is highly organized
- Comfortable working in a “virtual” environment where colleagues are located across the country
- Thrive in fast-paced organizations—ability to thrive and excel with constant change and rapid growth
- Team player—the company is “all hands on deck” to leverage the collaborative power of the start-up team
- Flexible to adjust to high-growth company in a rapidly evolving marketplace with ability to participate with idea generation and eye towards ability to do more faster
- Comfort working with senior-level personnel in a professional environment
- Willingness to speak up and have a strong voice in a non-hierarchical team structure with the mindset that every person matters to the team’s collective success

Knowledge & Skills

- Superior communication and presentation skills (verbal and written), follow-up, networking, and relationship building skills
- Strong organizational and time management skills
- Flawless project management skills with proven track record of success
- Disciplined and able to work with minimal oversight and direction
- Superior writing and editing skills
- Keen understanding of content marketing and social media communication prioritization and messaging
- Excellent problem solving and listening ability
- Proficiency with CRM tools & Microsoft Office—Outlook, PowerPoint, Excel and Word
- Candidate is mission-driven yet capitalistic, feeling motivated and at home in a for-profit social enterprise that is first and foremost a business

Education & Work Experience

- Bachelor’s Degree required (preferably in Marketing or Advertising)
- Experience working within the School District system with keen understanding of the tone and pace with which school administration operate
- Board membership experience within non-profit organizations with responsibility in fundraising
- Minimum 5-10 years of administration, marketing, sales and business development or education-related experience

Environment

- A growth-oriented, entrepreneurial environment that wants your ideas on how to provide excellent customer service and programs for our clients and ways for our organization to succeed and improve

Location

- Work remotely from home with minimal travel expected
- Potential longer-term district sales growth-related travel and company meetings in the Chicago headquarters

Timing

- Start date: Looking to fill immediately