

## VACANCY: Sales and marketing manager - Padova

### Who we are

Teachersrise organises teacher training courses and projects for teachers and schools from all over Europe. The Erasmus+ programme fully funds the costs of participation in our courses and projects for schools of all types and levels. We help those schools to get this funding through our dedicated Erasmus+ support service.

Course participants typically move for one week from their country to one of our locations to attend our courses and learn new teaching methodologies and skills. Along with the training, we also offer socio-cultural activities, accommodation and other services. Whether schools got Erasmus+ funding through our support service or independently, we actively compete with other Erasmus+ course providers to attract participants to our teacher training courses and other services, aligning with our organisation's sales targets. Our commitment extends beyond course booking: we prioritise resolving the practical aspects of the booking process of each participant, and strive to meet their needs and preferences for topics, dates, and other logistical factors. Moreover, we actively promote and upsell our additional services, enhancing the overall training experience for participants.

Instead, projects involve organisations from different countries cooperating on activities related to education and training. These activities aim to address specific topics, exchange experiences, and promote innovation and knowledge sharing among the partners. Our support service facilitates the creation of these partnerships by connecting organisations with similar interests and providing professional project application drafting. During implementation of these project activities, we are committed partners, focused on achieving great project results and fostering strong relationships for international cooperation.

### Overview

Teachersrise is seeking a qualified individual for the position of "Sales and marketing manager" for its headquarters in Padova. This is an exciting opportunity to join and lead the growth of a new education startup!

As the Sales and marketing manager, you will directly manage the key functions of marketing and sales. The primary objective of this role is to sell our teacher training courses to teachers and schools by engaging them directly, promoting our courses, and closing the sale. You will lead our marketing efforts specifically built to fulfil this objective, creating strategies and materials to attract leads, and contributing to the planning and development of our offerings, such as new courses, locations and services.

Moreover, you will tackle more than just sales and marketing! You will also help teachers apply for Erasmus+ funding through our Erasmus+ support service platform: you will supervise the matchmaking platform, directly write project applications, coordinate webinar series, and provide feedback reports. By leading our support service in securing funding, you will increase revenue generation and help teachers and schools succeed with their funding applications.

This hands-on approach ensures a deep understanding of our operational processes for marketing, sales and project development, thereby facilitating the development and refinement of long-term business strategies and enabling the planned delegation to external or internal teams. It's a great opportunity for forward-thinking individuals eager to take ownership and help a customer-centric education startup succeed and grow.

The ideal candidate will possess a blend of marketing, sales, project writing, and communication skills. You should be proactive, results-driven, and able to thrive in a fast-paced startup environment. Additionally, strong leadership potential and ability to work collaboratively with diverse teams are essential for success in this role.

If you are passionate about education and have a desire to make a positive impact on the lives of teachers and schools from all over Europe, we encourage you to apply for this exciting opportunity with Teachersrise!

**Contract type:** Full time employment (38 hours/week). Fixed-term (1 year) with a view to become permanent.

**Start date:** September 2024

## Key responsibilities

- **Marketing:** Initially responsible for hands-on creation of marketing strategies, materials, and campaigns to generate leads. Eventually transitions to supervising an external team handling these tasks.
- **Qualification:** Responding to inbound enquiries and qualifying leads via email and phone to convert them into opportunities.
- **Sales:** Approaching teachers or school leaders interested in our courses through email and phone calls, delivering online presentations and pitches, promoting and upselling activities, accommodation, and other additional services, negotiating deals, completing contract administration, and collecting receivables. Sales require coordination with or execution of tasks of course administration and logistics.
- **Funding support:** Supporting schools in writing their mobility projects by coordinating webinar series and feedback reports.
- **Project development:** Overseeing the matchmaking platform for partnership projects, designing project ideas, and writing project applications in collaboration with team members from operations.
- **Strategy:** Assisting in the development and refinement of long-term business strategies and operational processes for marketing, sales and project development.
- **Planning and development:** Contributing to the planning and development of new courses, new trainers, new locations and new services.
- **Reporting:** Lead structured team communication sessions, facilitating presentations, discussions, and decisions for effective coordination.

## What we are looking for

- English and Italian, both at least C1
- Customer service orientation and commercial drive
- Leadership potential and strategic planning
- Creativity and innovation
- Digital marketing, especially advertising and lead generation
- Sales techniques
- Outstanding communication and interpersonal skills, both in person and remotely, with a strong emphasis on excellent writing skills
- Team work skills and ability to lead effective meetings
- Project writing skills. Involvement in project management is a plus.
- Degree in marketing, communications, business, or related field. Sales training or certification is a plus.
- Padova or nearby home address required

## Compensation & benefits

- Basic fixed salary, based on the experience and qualifications of the candidate
- Highly attractive performance-based bonus scheme
- Flexible time: time banking schemes for a great work-life balance... you organise your time!
- Agile digital environment and smart tools for digital collaboration
- Possibility of smart working after the initial 12 months, subject to performance

## Career pathways

The role has the potential to diversify into specialist or leadership positions, based on individual performance and contribution to company goals. The company is committed to employee skill development for success.