

Sales Executive

The Company

Founded in 2022 by highly experienced industry experts in their respective fields to address the growing green skills gap within business, the Institute of Sustainability Studies (ISS) is a high growth EdTech start-up with the aim to become a global leader in online education within the sustainability sector. The Institute of Sustainability Studies has developed a range of practical educational programs and certifications providing businesses with the practical knowledge, tools and skills to improve the sustainability of their operations and overall sustainable footprint. ISS has global aspirations and reach from the get go, therefore this role requires someone with an international view and knowledge of digital channels.

About the job

We are seeking a Sales Executive to generate sales from leads generated from paid channels and organic traffic, aid in the development of sales materials, and provide day-to-day support to our prospects.

You will work with the team to provide an outstanding learner experience for our participants from sales completion all the way through course completion, working closely with the other members of the company where required.

You will have excellent communication skills, feel comfortable working individually on a project while balancing a variety of projects and have the initiative to follow potential growth opportunities. Ultimately, you'll help us meet and surpass business expectations and contribute to our company's rapid growth trajectory.

Responsibilities

- Willing to familiarise yourself with the company's vision and mission, seeking to accomplish set goals and objectives.
- Working closely with team members to identify growth opportunities and partners.
- Familiarity with HubSpot CRM and ability to maintain client information on this CRM database.
- Ability to build tailored sales email campaigns for prospective customers through HubSpot CRM.
- Analysing sales data to inform marketing strategies.
- Identifying customer needs effectively by consulting with prospects to maximise all opportunities and meet customer expectations.
- Cultivating strong relationships with new clients while maintaining existing client relationships.

- Manage all stages of generating new business (from prospecting to proposal to closure to onboarding).
- Maintain a clean sales pipeline through effective use of the CRM.
- Perform administrative tasks related to sales and analyse sales data to improve sales conversion rate.
- Meet and exceed monthly sales targets.
- Proactively engaging with all inbound sales enquiries (e.g. phone, email) relating to new business opportunities.
- Accurately capture and record required data and process it through appropriate systems, ensuring that all administrative requirements are completed in a timely manner.
- Report back on any feedback and ensure we can consistently improve our online delivery and product range.
- Having an excellent knowledge of our product portfolio and an understanding of the industry through keeping informed of technical developments, industry trends and competitor activities.
- Manage participants through successful onboarding, including induction sessions, creating participant profiles, and timely participant communications.
- Responding to learner queries before, during and after the programmes.
- Understanding participant needs/issues and following through with necessary ISS teams to ensure that participant issues are resolved.

Requirements

- 2 years or more experience in sales roles in customer-facing, in-customer, and similar roles.
- A proven track record of meeting and exceeding sales objectives.
- Bachelor's Degree in a related area.
- A motivated problem solver with a strong work ethic.
- Highly organised and efficient with the ability to meet deadlines.
- Excellent written and verbal communication skills.
- Experience working within a CRM-centric sales organisation. Hubspot experience is a plus but not required.
- Excellent presentation, communication and interpersonal skills.
- Previous experience working in the Education market is a plus but not required.
- A phone manner is a must.

What we offer

- Competitive salary.
- Fast-expanding company with global ambitions.
- Dynamic team.
- Regular compensation reviews - we reward great work!
- Hybrid working environment with an office space in Dublin City centre.

If you feel that you are perfect for this role, then please get in touch by emailing your CV, LinkedIn profile and cover letter to niall@instituteofsustainabilitystudies.com.