

Sales Development Representative: Europe & Middle East

GV Marketing

Background

For over 25 years, [Global Village Schools](#) in Canada and the USA have been providing high quality language education to students from around the world.

The GV Marketing department conducts high-calibre B2B and B2C sales and marketing on behalf the schools in the Global Village group. We're building a high-performance team to continue to drive our success to the next level.

Job Overview

The Sales Development Representative – Europe & Middle East is responsible for supporting existing agent accounts and establishing new ones in the regions, as well as handling enquires from potential students. The main objective of this position is to increase enrolments at all GV schools.

Responsibilities:

- Maintain regular phone, e-mail, and face-to-face communication with key agents.
- Plan and execute in-person sales calls to B2B distributors/agents.
- Seek out and establish new agent sales channels where appropriate
- Respond to agent inquiries within one business day and effectively facilitate school: agent communication.
- Liaise with Marketing & Administrative Coordinator to ensure agent material needs are satisfied
- Manage agent database (CRM): update commissions & agreements, log all B2B Leads and Opportunities, mail-out records, agency contact info, and special conditions. Communicate changes to School Directors, Registrars and other administrative staff as required.
- Attend agent/student fairs as required
- Send out and manage new agent surveys, contracts, and agent site access.
- Coordinate agent and student visits to schools as required
- Conduct market research on competitors and the agent market; report market intelligence and market developments as required to the Director of Marketing and Sales and/or B2B Sales Team Leader or others as required.
- Respond to B2C student inquiries within one business day
- Nurture direct B2C leads through to "Applied" stage, logging all info in CRM (Salesforce) daily.
- Manage B2C Lead/Opportunity database: log all B2C Leads and Opportunities, mail-out records, contact info, and special conditions; liaise with school staff as required
- Report activities and achievements to the Director of Marketing and Sales and/or B2B Sales Team Leader or others as required.
- Provide language support to GV Marketing and GV Schools as required.
- Any other duties as required by the Director of Marketing and Sales

Skills & Experience Required:

- Diploma or degree in business, sales, marketing or a related field.
- Experience in the language travel industry, preferably in sales and marketing.
- Fluency in a European language along with strong English proficiency.
- Self-starter with a passion for sales and marketing, demonstrated through a creative and optimistic approach to achieving targets.
- Excellent computer and internet skills; previous experience with databases and CRMs an asset.
- Experience in building collaborative partnerships with influencers.
- Highly efficient and organized
- Personable, cooperative, and customer-service oriented
- Able to maintain composure in changing work conditions
- Flexible & positive attitude in a fast-paced, business environment
- Able to work independently with minimal supervision, and as part of a team
- Responsible and self-motivated

Additional Requirements:

- Reside within or in close proximity to Europe, with access to home office with stable, secure internet service; computer; mobile phone; printer and other necessary supplies.
- Willing and able to travel as needed

Rewards:

This is an exciting opportunity for an independent contractor to fulfill a business development role within a group of dynamic and passionate professionals. Make a real difference in the lives of international students every day, by connecting them with academic programs and pathways at this elite group of GV language schools.

How to Apply:

To apply, send your COVER LETTER and a RESUME as a single PDF attachment to: marketing-hr@gvenglish.com.

Applications will be accepted until the position is filled.

We thank all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted.

Summary for online postings:

Seniority Level:	Intermediate / Mid-level
Reports to:	B2B Sales Team Leader
Industry:	Language Education, Study Travel
Employment Type:	Independent Contractor
Job Functions:	Marketing, Sales, Business Development