

Business Development Representative (Inside Sales)

Strada Education Network® is a national 501(c)(3) nonprofit dedicated to improving lives by catalyzing more direct and promising pathways between education and employment. We engage partners across education, nonprofits, business and government to focus relentlessly on students' success throughout all phases of their working lives. Together, we address critical college to career challenges through strategic philanthropy, research and insights, and mission-aligned affiliates — all focused on advancing the universal right to realized potential we call Completion With a Purpose®.

Strada Education Network is hiring a Business Development Representative in our Washington, DC office. This position will be driving growth for Strada and its affiliates as they conduct outreach to post-secondary institutions, employers and workforce offices to introduce Strada and affiliate offerings. The role will ultimately report to a Manager of Inside Sales but in the short term, will report to the SVP of Business Development.

This position will have specific outreach and revenue targets. They will be responsible for drafting email and phone scripts, executing outreach campaigns and handing off leads, as appropriate, to relevant affiliate teams. We are looking for an energetic and highly motivated business development representative who believes in the mission of Strada and our affiliates.

Responsibilities

- Use contact lists, CRM (SalesForce), email drip campaigns and A/B campaigns to conduct outreach campaigns for lead generation, membership and sponsorship sales
- Conduct additional outreach via phone
- Understand sales objectives and adhere to sales strategy for all affiliates
- Maintain a thorough understanding of Strada and affiliates' overall goals and strategic vision
- Work to meet and exceed monthly outreach, lead generation and revenue targets
- Use online video-conference technology to present products
- Ensure accuracy and integrity of all records within SalesForce and across internal systems
- Know how to present and sell in the value to overcome objections
- Speak intelligently with a customer about topics/trends that affect the education (i.e. funding, technology, legislation)
- Leverage technology, including CRM, email automation, marketing automation and telecommunications hardware and software
- Demonstrate exceptional interpersonal, organizational and presentation skills
- Demonstrate a "problem solving- solution oriented" approach
- Support development of affiliate marketing materials (web, deck, collateral, etc.)
- Support marketing staff in social media marketing around Strada and affiliate campaigns
- Support Strada communications team and affiliates on community management and community content development

Requirements

- A strong passion for the mission of Strada and its affiliates
- Associate degree or an equivalent combination of skills, training and experience
- Outstanding candidate will have experience and a proven track record of email campaigns and tele-sales



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- Education industry experience preferred
- Ambitious, dedicated and passionate individual, with a strong desire to achieve
- Excellent verbal and written communication, interpersonal, and customer-service skills
- Excellent prioritization, organizational, and analytical skills
- Ability to work as a team and in a fast-paced environment
- A “can do” attitude to everyday challenges, motivated and target driven
- Driven, detailed oriented sales professional who is passionate about achievement
- Proficiency with Microsoft Office, Google suite and Salesforce preferred. HubSpot and other email/marketing automation products a plus!

Qualified candidates should email their resume to: terri.shea@stradaeducation.org.