



Job description

Director, Sales Strategy and Special Projects

February 2021

Company context

INTO's mission:

Through innovative partnerships with leading universities we expand opportunities for higher education, ensuring success and transforming the lives of our students and staff.

Across the world, there is increasing demand for top quality higher education, with more and more students demanding access to provision beyond their home country. INTO partners with universities in three continents to address this global demand and help transform their international capacity and performance. Since 2006, we have successfully launched partnerships with 22 universities in Europe, North America and Asia. We have enrolled over 67,000 students from 166 countries and now have about 1700 employees, based round the world.

Our website <http://www.intoglobal.com/> has details of how we are organised and our outstanding achievements so far.

Role context

As INTO expands its new capabilities and repositions itself to offer products and services that engage with a full student lifecycle of enrolment to employment, we are looking for a commercial leader with a proven track record of success, to lead on several key projects.

Reporting line

The role reports to the Chief Recruitment Officer.

Job purpose

Working very closely with the Chief Recruitment Officer, you'll lead on ideation, planning, developing and execution of strategic projects. This is a hands-on strategic role, where you'll improve the effectiveness of our go-to-market functions.

IUP 2 LLP
ONE GLOUCESTER PLACE
BRIGHTON, EAST SUSSEX
BN1 4AA, UK

T +44 [0]1273 665200
F +44 [0]1273 679422
E corporate@intoglobal.com
W intoglobal.com

Key accountabilities and duties

Key Deliverables:

- Through a deep understanding of all aspects of the sales, marketing, and customer success businesses, leverage that knowledge to identify areas for improvement in processes and procedures.
- Build strong relationships with go-to-market internal stakeholders and effectively manage expectations.
- Perform regular data analysis to monitor and drive increased productivity across the sales and customer success organizations, and leverage this data to proactively identify areas for improvements.
- Interpret reports and dashboards to help go-to-market managers better understand and interpret their customer engagement with INTO & INTOfuture.com, and scale processes by using predictive data analytics.
- Assist in core operational tasks, including account assignments, process design and documentation, and systems updates.
- Project manage ongoing programs and initiatives, assisting internal stakeholders to launch new programs and successfully execute existing programs.
- Collaborate with key stakeholders to deliver on strategic outcomes.
- Develop, plan and execute key deliverables to meet project KPIs.
- Engage stakeholders such as Marketing, Regional Office, Enrolment Services and Inside Sales to collect feedback and provide timely project information to enable stakeholders' business planning.
- Be the leadership representation on various workstream initiatives.
- Work closely with the Chief Recruitment Officer on all strategic initiative key projects and lead from the front on ideation, planning, developing and execution.

Current Projects Requirements:

- Report and organise around INTOCareerFirst (pre & post sales). Post-launch collect feedback and evaluate what has worked, what has not, prepare business analysis and reporting for both RO and Inside Sales.
- Be the workstream lead for Sales Fulfilment. This includes
 - Leading conversations with Admissions on planning for a streamlined organisation and developing Application to Enrolment efficiencies.
 - Driving the Go to Market strategy with Marketing, Central Operations and Sales.
 - Developing a comprehensive plan on timelines and key deliverables.
- Project management on the Counsellor Loyalty program and integration to INTOfuture.com
- Collect and organise feedback on Agents ecosystem and develop core strategic benefits to promote INTOfuture.com adoption.

The job title does not define or limit your duties and you may be required to carry out other work within your abilities from time to time at our request. We reserve the right to introduce changes in line with technological developments which may impact upon your job duties or methods of working.

Location

The post is based in Asia or the UK. Travel abroad may be necessary and flexibility is required to meet the demands of the post, including occasional weekend working. The post holder may be reasonably required to work from any INTO or partner location at any time.

Safeguarding

As part of our safeguarding procedures, applicants are asked to note that:

- references will be followed up;
- all gaps in CVs must be explained satisfactorily;
- proof of identity and (where applicable) qualifications will be required;
- reference requests will ask specifically whether there is any reason that they should not be engaged in situations where they have responsibility for, or substantial access to, persons under 18;
- appropriate suitability checks will be required prior to confirmation of appointment.

This role may meet the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974. If so, all applicants who are offered employment will be subject to a Disclosure and Barring Service check before the appointment is confirmed. This will include details of cautions, reprimands or final warnings as well as convictions.

Please see the next page for person specification...

Person specification

	Essential	Desirable
Education/ qualifications	<ul style="list-style-type: none"> • A bachelor's degree in Business, Marketing, Finance or related field. 	<ul style="list-style-type: none"> • Lean Six Sigma certification helpful.
Experience/skills	<p>Qualifications:</p> <ul style="list-style-type: none"> • Exceptional written and verbal communication and presentation skills • Ability to collaborate with team members at the same time as contributing value individually • Substantial experience of managing complex global projects • Excellent stakeholder management skills • Previous experience with SaaS sales, success or marketing organisations strongly preferred • Previous experience with Salesforce strongly preferred 	