



Job Description

Senior Director of Client Development

Date:	April 2022	Department:	Client & Business Development
FLSA:	Exempt	Reports To:	Senior Vice President, Client Solutions
		Direct Reports:	Director(s) of Client Development

Job Summary:

Establishes strategic direction, plans, manages, and leads all activities associated with sales and revenue generation. Focuses on creating relationships with and providing value to new and existing clients. Responsible for sales prospecting, lead generation, and customer acquisition. Focuses on creating relationships with and providing value to new and existing clients. Works with internal teams to formulate innovative solutions to meet needs of prospects and clients and their learners.

Must be energetic, well-spoken, digitally and technically savvy, and eager to create relationships, provide value, close sales and increase revenue.

Major Accountabilities for Sales Leader Role:

- Manage Sales team, including customer relationships and related vendor management
- Provide regular market insight and feedback to executive management regarding trends and their anticipated impact on the Institute's sales and marketing of educational products and services that ensure business goals are met and/or exceeded
- Manage sales operations including territory alignment, account planning, forecasting & projections, Salesforce.com improvement and documentation, sales follow-up, etc.
- Closely partner with executive leadership to develop market, sales and account strategies
- Ensure forecast and projection related-revenue goals are within 85% accuracy; Anticipate and identify potential triggers for revenue deficiency to develop and implement new strategies and contingency plans
- Align sales talent with right companies to best grow assigned accounts, develop new partnerships, and meet assigned sales and revenue goals; assess individual performance regularly and provide coaching and insight on sales performance to meet and improve outcomes
- Performs all personnel administration including performance management, coaching, mentoring, training and corrective action

Major Accountabilities for Sales Role:

- Research, cold call, and perform prospecting to develop leads and drive new opportunities to meet revenue goals; utilize existing relationships to develop new opportunities and expand business within existing clients
- Consult with decision makers to understand business needs and provide viable solutions; partner with internal team members to identify, create, and propose viable options for professional education, learning pathways, certificates, career development, curriculum development, etc. to meet prospect and client needs
- Develop relationships vertically and horizontally from main point of contact within prospects and clients
- Grow relationships within current book of clients to drive expansion and ensure renewals
- Demonstrate skilled technical product knowledge to develop, deliver and propose client or prospect-specific communications, presentations, supporting products and services, materials, proposals, contracts, expansion opportunities, etc.; provide and manage account documentation, daily correspondence, direct billing requests and follow-up after sales
- Drive growth in multiple geographies; ability to travel nationally
- Readily perform other duties as requested or assigned to support the organization’s mission, vision, and values to meet defined business objectives

Key Knowledge, Skills, Abilities and Competencies Required/Desired (See Competency Map):

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|--------------------------|--------------------------------------|
| 1. Customer/Market Focus | 5. Builds Organizational Strength |
| 2. Institute Wide View | 6. Business Acumen |
| 3. Establishes Direction | 7. Communication |
| 4. Quality/Service Focus | 8. Problem Solving & Decision Making |

Minimum Education Required:

BA/BS in business administration, finance, marketing, or related field. MBA/MS degree in related field desired.

Minimum Years of Experience Required:

7 years in related field; 5 years of sales management and leadership experience; work experience in life sciences industry strongly desired

Working Conditions:

Professional office environment. Overnight travel occasionally required.

I acknowledge this description summarizes core areas of responsibilities, is not intended to be an inclusive list, and I may be expected to perform other duties in support of the company’s vision and mission strategies. By my signature below, I acknowledge my understanding of this role.

Employee Signature

Date

