



## Director of Sales – Higher Education (\$100k+)

ExpertFile is changing the way faculty experts are showcased online to a range of audiences in the higher education market. We have developed a unique online "expert marketing" platform that helps schools build their reputation by promoting their thought leaders and subject-matter experts. With ExpertFile's software and service offerings, schools can quickly create more discoverable and engaging profiles of faculty experts and staff to generate media requests; drive student/faculty recruitment; and build stronger relationships with alumni and prospective donors. Some of our current clients include the University of Ontario (UOIT), George Brown College, Cleveland Clinic, ADP, Constant Contact and Canadian Public Relations Society. As we expand our market presence in the higher education sector, we're looking for a special addition to our team.

As Director of Sales for Higher Education Markets, you will scale ExpertFile's sales efforts in the education vertical, through industry-defining programs, initiatives and practices. Reporting to the CEO, the ideal candidate will identify and close on opportunities for growth and expansion of our global education business, while building strong and proactive relationships with ExpertFile leaders, sales, marketing and channel/agency partners.

With considerable experience working in the higher education sector, you have demonstrated ability to communicate and build relationships with senior level college administrators, working with positions such as VP Marketing/Communications and Deans. You understand the culture and speak the language of higher education.

In addition to being a strong leader, results-oriented, and self-starter, you must be an excellent communicator who is highly motivated, passionate about innovation, and driven by the challenge of advancing the Education industry. Successful candidates will also be offered permanent employment as part of our growing team and afforded an opportunity to participate in the company's stock option plan.

### Responsibilities

- Achieve sales targets in designated education markets by identifying and closing new sales opportunities. Develop and manage key customer relationships with senior-level decision makers and influencers to gain strategic positioning within assigned accounts to maximize sales, references, and partnerships. Proactively contact and drive sales from prospective customers through appointments, cold calling, and proposal submissions.
- Create account plans and strategies to win new business by leveraging our existing customer database and lead generation programs. Provide accurate and detailed forecasts of identified and proposed opportunities. Effectively utilize the company Salesforce.com CRM application, as well as the existing customer database, to track opportunities and create campaigns
- Assist in the prioritization of marketing programs, target trade shows and company-sponsored events, and represent ExpertFile at events, or partner activities by effectively communicating and presenting our education vertical messaging along with product and partner-specific content as required.
- Work with the ExpertFile sales and marketing team and customers to develop and communicate the ExpertFile education solution value proposition and influence development of required collateral, messaging, social media, videos, etc. Ensure marketing, publicity, and sales align with our overall educational market vision and goals

## Compensation

ExpertFile offers a generous base, commission and bonus structure. This position will start as a 3 month contract and successful candidates will be offered a permanent role with the company which will include the opportunity to participate in the company stock option plan. Total compensation will be determined based on skills and experience. We are seeking candidates who are driven by success and are seeking a six-figure compensation package.

## Qualifications

- US resident
- University or College Degree required
- 5+ years proven enterprise sales experience, preferably in the education segment
- Travel at least 25% of the time (mostly with the US and some trips to Toronto head office)
- You must be legally authorized to work in the United States without an employer-sponsored petition for a visa, such as an H-1B visa.

## Desired Skills & Experience

- Strong business acumen with a demonstrated knowledge of identifying potential value creation
- Proven aptitude for developing relationships with senior-level decision makers in higher education vertical
- Proactive, goal oriented individual with superior verbal and written communication skills
- Great attitude, strong organizational skills, and a self-starter
- Knowledge and experience with Salesforce.com or other CRMs
- Ability to demonstrate time management, telesales skills, and knowledge of products (training provided)
- Ability to complete individual goals as well as work in a team environment
- Demonstrated ability to communicate using technical concepts
- Demonstrated success selling software or similar services to higher education vertical
- Experience in emerging company environment and remote working arrangements

ExpertFile is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

## Interested?

Please send us a detailed resume with a cover letter to [HR@Expertfile.com](mailto:HR@Expertfile.com). Please note, only qualified candidates will be contacted. No agencies please.

## About ExpertFile

ExpertFile has developed a SaaS based "expert marketing" platform that helps schools build their reputation by promoting their thought leaders and subject-matter experts. With ExpertFile software, marketing departments can publish and control engaging multimedia profiles for expert faculty & staff in their organization. By showcasing experts online in more discoverable & engaging formats, ExpertFile helps to: Generate media requests; drive student/faculty recruitment and build stronger relationships with alumni and prospective donors. Using ExpertFile, marketing departments can start publishing and distributing their expert content within minutes, in ways they simply can't do with platforms such as LinkedIn or their current Content Management Systems. A unique feature is the ability to embed a searchable expert directory into the school website to drive SEO and web visitor engagement. ExpertFile also provides real-time alerts for valuable, time sensitive media inquiries and dashboard analytics that show what expert content is working. ExpertFile is sold as a cloud-based solution that provides a lot of flexibility for schools to get going...without the costs, delays and drama of costly internal IT projects. To see a video showing the ExpertFile platform in action click here: <http://vimeo.com/88685785> or go to [www.expertfile.com](http://www.expertfile.com)