

Role Description: Resource Advisor

Department: Sales
Reports to: Regional Director
Direct Reports: N/A
Last Updated: 14 February 2020

The purpose of my role is: To serve as the face of ORIGO Education in a defined territory and grow brand awareness, identify leads, and qualify sales opportunities resulting in sustainable revenue streams from new and existing markets. To serve as a trusted advisor to school district partners throughout all aspects of the sales and curriculum implementation cycles and identify and communicate trends in the market to help inform business development strategy and product roadmaps.

My profile

Qualifications and Experience

- Five or more years of direct sales experience (or relevant equivalent market experience) with a track record of meeting or exceeding assigned revenue targets
- Experience selling into the K-12 education market with existing district-level relationships in good standing (highly regarded)
- Competence in building thoughtful and executable territory business plans and account strategies
- Drive to aggressively identify and develop new business opportunities and efficiently advance pipeline to close
- Competence in Salesforce and related marketing automation tools
- Bachelor's degree in a related field required, Master's degree (highly regarded)

Core Competencies

- Ability to communicate effectively to various stakeholders (teachers, administrators, business partners) in both formal and informal settings
- Outstanding presentation skills
- Knack for quickly establishing rapport and maintaining warm relationships over time
- Current knowledge of best practices and market trends in K-12 education and mathematics
- High attention to detail and ability to manage multiple tasks at one time
- Commitment to learning and personal professional growth

Key areas of focus for my role include:

Key areas of focus	This is achieved by	% of my time
Developing new business	<ul style="list-style-type: none">• Prospecting targets and new business opportunities• Qualifying targets and new business opportunities• Identifying and establishing relationships with key decision makers• Developing and maintaining a three-year balanced pipeline• Identifying and targeting the customer buying cycle• Working opportunities through the pipeline to close• Maximizing sales and profit from opportunities	70%

Maintaining/growing existing business	<ul style="list-style-type: none"> • Maintaining relationships with key decision makers and participating in key meetings and events • Identifying areas of customer need which are growth opportunities for ORIGO • Working with Learning Service Educators to ensure customers are provided access to professional learning opportunities • Monitoring competitive activity with established accounts to minimize attrition 	20%
Admin & Reporting	<ul style="list-style-type: none"> • Ensuring account and contact information is up to date • Regularly updating pipeline status to reflect current state of play • Deliver monthly sales reporting on time and accurately 	10%

Acceptance

I confirm my acceptance and understanding of my role description as detailed in this document and that I have been provided with an opportunity to clarify any and all information provided.

First and last name

Signature

Date