Sales & Marketing Support Specialist

The Entrepreneurial Learning Initiative
Redefining Entrepreneurship

DESCRIPTION

Entrepreneurial Learning Initiative is a social enterprise dedicated to expanding human potential through its entrepreneurial mindset education programs. Our sales efforts are expanding and we are seeking an energetic individual with a passion for sales and customer support.

ABOUT THE ENTREPRENEURIAL LEARNING INITIATIVE

Headquartered in Mentor, Ohio, the Entrepreneurial Learning Initiative is a privately held company with a growing international presence. Our programs are built around experiential education and blended learning methods, drawn from the experience successful entrepreneurs.

OUR PHILOSOPHY

Entrepreneurship is more than an academic discipline and reaches far beyond the concept of traditional enterprise creation and small business planning. It is a mindset that every student needs to succeed in the 21st century.

JOB OVERVIEW

Location of Position: Mentor, OH
Base Salary: Based on experience
Profit Sharing bonus program

The Sales and Marketing Support Specialist will be assisting the team in day-to-day execution of our sales, marketing and customer service. The workload will be a variety of activities ranging from specific client projects, to general sales and marketing initiatives, and exceptional customer service – a deeply held value of our company.

We are looking for ambitious, hard working, eager to learn, flexible, self-starting individuals excited to join a fast growing energetic team. This position will require great phone skills, attention to details, multi-tasking, teamwork, and a willingness to have fun.

DUTIES – varied, here are some examples.

- Provide customer service support to existing accounts and make outbound calls to existing customers to ensure client satisfaction.
- Qualify prospective leads.

- Prepare marketing campaign assets and materials.
- Conduct market research and competitive analysis efforts as required.
- Provide direct marketing campaign support through outbound calls to recipients to confirm receipt of campaign materials and determine suitability and interest in our products.
- Manage social media campaigns for the organization.
- Remind registered attendees of upcoming webinars.
- Schedule web-based product demonstrations and conference calls
- Prepare and perform appropriate follow-up communications, including the sending of collateral materials to prospective clients.
- Attend conferences as needed to assist in presentations, booth operations, etc.
- Provide marketing campaign fulfillment (preparation of mailers, proofing of ad copy, list development, etc.) as assigned.
- Perform pre and post conference activities: invites, event management, surveys, etc.
- Order fulfillment including preparation and shipping of product
- Occasional travel may be required
- Other stuff we haven't thought of yet!

QUALIFICATIONS

As we have a great team doing vital work to make the world a better place through education, we are looking for another team member that values the same. Some of the skills/qualifications we will be looking for include the following.

- Understands being part of team working together to accomplish great things
- Excellent verbal and written communication skills
- Curiosity and willingness to learn new stuff
- Strong work ethic with the ability to work independently
- Demonstrated problem resolution skills/experience
- Some knowledge and/or experience in sales, marketing and customer service
- Working knowledge of Google apps and Microsoft office products
- Experience with a CRM preferred – Sugar CRM would be really nice
- Proficiency in social media, content creation and online research
- Degree in entrepreneurship, marketing, design, or education wouldn't hurt

Selected candidate will receive comprehensive product training, customer relationship management software training and daily interaction and support from management.

The Entrepreneurial Learning Initiative, Inc. offers competitive salary and performance bonus. Benefits package includes: medical, dental, vision plan, and

paid vacation. The Entrepreneurial Learning Initiative is an Equal Opportunity Employer. To learn more about us, visit www.elimindset.com.

FOR MORE INFORMATION CONTACT

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