SALES COORDINATOR

BASIC FUNCTION:

Under the direction of an assigned supervisor, conduct sales and outreach to business, industry, government, labor, and other appropriate groups and agencies interested in workforce training, customized educational services, contract education and economic development activities; implement sales program, policies, and guidelines; provide for reporting and accountability; provide work direction and guidance to other personnel.

REPRESENTATIVE DUTIES:

Working in collaboration with other staff members, including the Senior Sales Coordinator:

1. Plan, perform, and implement sales and marketing activities; develop sales prospects; and build potential client list through cold calling, referrals, and/or inquiries.

2. Recommend and assist in implementing customized training courses, programs, and services.

3. Prepare sales proposals and present them to potential clients; prepare and develop contracts through entire sales and program delivery cycle; prepare and make presentations to industry and community groups and/or their representatives.

4. Assist in developing and maintain a working knowledge of business and industry workforce development trends and needs in the region to ensure program sustainability and relevance.

5. Assist in researching, analyzing, and evaluating workforce training programs and other educational services including alternate delivery methods.

6. Conduct client evaluations and client needs assessments to better develop course offerings.

7. Develop and maintain relationships and partnerships with community, industry leaders, and other potential clients.

8. Assist in the development of sales strategies, marketing plans, and promotional materials.

9. Serve as program consultant to prospective clients; respond to requests for proposals; negotiate and secure agreements/contracts with clients.

10. Attend staff and sales meetings; share sales insights and report on client opportunities; establish and communicate plans and goals.

11. Receive feedback concerning training received; suggest additional training services.

12. Maintain client database and sales portfolio records; provide for cross-referencing of sales contacts; maintain proposal and contract files; maintain instructor subject matter database with appropriate salary range.

13. Prepare reports on potential course and training offerings identified through client relationships and other contacts; prepare sales reports indicating sales activity, contracts signed, proposals developed and contracts planned; provide regular sales and marketing reports to management as requested; participate in program and sales reviews; participate in program and sales reviews.

15. Establish appropriate linkages to special populations or community groups served; promote program through participation in advocacy groups, associations and other local, regional or national organizations; participate in business affiliations and relevant professional associations.

16. Provide work direction and guidance to others; assign work to other classified personnel, students, volunteers and others; provide input to performance evaluations.

17. Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

1. Methods, techniques, and procedures used in the planning, development, marketing, sales, and delivery of a major business training program or service;

2. Training program and services development and production for effective learning environments; customized training needs and needs assessment techniques.

3. Planning and coordinating the day-to-day activities of assigned program.

4. Policies, objectives and goals of assigned program.

5. Development and presentation of programs and workshops.

6. Applicable laws, codes, regulations, policies and procedures related to assigned program.

7. Budget monitoring and control.

8. Oral and written communication skills.

9. Principles of training and providing work direction to others.

10. Interpersonal skills using tact, patience and courtesy.

11. Operation of a computer and assigned software.

**ABILITY TO:**

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.

2. Provide overall direction and guidance to the day-to-day operations, problem solving and decision-making regarding an assigned program.

3. Implement program policies and guidelines.

4. Prepare and make effective presentations to employers and community groups.
5. Understand customized training needs and recommend appropriate curriculum for addressing identified needs.

6. Effectively translate a vision into a practical training program or service.

7. Develop effective partnerships between community and industry leaders, and the college community.

8. Provide for program reporting and accountability.

9. Prepare comprehensive program reports and reviews.

10. Provide work direction and guidance to other program personnel.

11. Monitor program budgets.

12. Interpret, apply and explain rules, regulations, policies and procedures.

13. Establish and maintain cooperative and effective working relationships with others.

14. Operate a computer and assigned office equipment.

15. Analyze situations accurately and adopt an effective course of action.

16. Meet schedules and time lines.

17. Work independently with little direction.

18. Plan and organize work.


EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in a related field and two years related work experience in a sales environment.

WORKING CONDITIONS:

ENVIRONMENT:
1. Office environment.

PHYSICAL ABILITIES:
1. Hearing and speaking to exchange information and make presentations.
2. Dexterity of hands and fingers to operate a computer keyboard.
3. Seeing to read a variety of materials.

DATE APPROVED: September 26, 2003
RANGE: N-52
EEO-CATEGORY: H-30