

# CITYSTUDIO

<b>JOB DESCRIPTION</b>	
<b>SALES STRATEGIST</b>	
<b>Current as of</b>	September 2020
<b>Reports to</b>	Executive Director/Director of Global Sharing
<b>Salary</b>	As per the Posting/Job Offer
<b>PURPOSE AND NATURE OF THE POSITION</b>	
<p>CityStudio is a social franchise that licenses cities with a subscription product that includes access to our trademark, training and network membership through a shared platform. The membership platform includes training and webinars, shared materials, templates, a project archive, messaging and scheduling, as well as both public facing and members-only access.</p> <p>The Sales Strategist is responsible for driving sales of CityStudio memberships within Canada and internationally. You will be expected to develop known and new B2B markets within our customer sectors of civic government and higher education.</p> <p>The Sales Strategist is responsible for leading sales and the customer journey up until the point of membership. Our Network Coordinator is responsible for the customer journey from the point of membership and beyond. The Sales Strategist will manage customer hand-off with the Network Coordinator.</p> <p>The Sales Strategist demonstrates a deep understanding and commitment to CityStudio's vision, goals, manifesto, programs and evaluation framework.</p>	
<b>RESPONSIBILITIES</b>	
<ul style="list-style-type: none"><li>● Develop and manage the sales strategy for CityStudio subscriptions across Canada, British Columbia, and internationally, in alignment with our targets, branding, messaging and organizational story with partners and the public</li><li>● Manage and administer diligently prospective client relationships through all phases of the customer journey and sales process from awareness to consideration to purchase</li><li>● Identify and report monthly on the sales pipeline, results, landscape and risks</li><li>● Develop tactics within a strategic planning framework to set and meet quarterly and annual sales targets and grow revenue in line with our financial modelling, via prospecting, qualifying, selling and closing signing new subscribers</li><li>● Provide materials and consultation to prospective subscribers as needed</li><li>● Stay up to date with product features and marketing</li><li>● Track customer information, forecasts and reports</li><li>● Act as point of contact for all new inquiries</li></ul>	

- Develop and maintain prospect and customer records (CRM) based on strategic marketing data and other sources for sales leads
- Communicate internally important feedback from customers for further product development and network services
- Draft and monitor new Subscription contracts until fully executed in coordination with the General Manager
- Support reporting to funders
- Liaise regularly with the Network Coordinator and Executive Director/Director of Global Sharing
- Other duties as assigned

**QUALIFICATIONS AND EXPERIENCE**

**The Sales Strategist has:**

- 3+ years of B2B sales experience in mid-level role with a proven record of sales excellence, ideally in higher education, social innovation, social enterprise, community-building, civic and/or non-profit sectors
- Bachelor’s degree in Business, Marketing, Communications, or other related discipline, or equivalent
- Experience creating new business opportunities through meaningful relationship building
- A demonstrated understanding of market and audiences; developing, maintaining and communicating lead research and generation; and pipeline organization
- A proven record of achieving monthly/quarterly/annual target metrics, with measurable results
- Experience with a high-touch personalized sales system that is complemented by automation and digital sales processes and tools
- Experience conducting one-on-one and group sales presentations, inspiring audience with storytelling
- An authentic professional curiosity for city building, higher education, and team collaboration
- The ability to speak French. (This is an asset, not a requirement)

**The Sales Strategist is:**

- Comfortable initiating, building and maintaining effective relationships with peers in large institutions
- Comfortable working and communicating with sector audiences
- A confident researcher who presents options, makes recommendations and takes direction
- Accountable to CityStudio for knowing and using sales industry current best practice
- A proven trustworthy and open relationship builder
- Calm and self-aware under pressure with equal parts confident, curious, and collaborative

**SUPERVISION & COMMUNICATION**

- The Sales Strategist reports to the Executive Director/Director of Global Sharing
- The Sales Strategist is expected to participate fully in team meetings and events and follow all CityStudio staff protocols, including emergency procedures and financial policies
- The Sales Strategist is expected to communicate openly and frequently with CityStudio staff to fulfill their duties

**WORKING CONDITIONS**

The Sales Strategist will:

- Typically work in an office environment and or from home, but the mission of the organization will sometimes take them to non standard workplaces
- Work regular office hours, 37.5 hours per week, as well as occasional evening, weekend and overtime hours to accommodate work activities, time differences, as well as events, presentations or representing the organization at public events
- Communication and requests from the Executive Director will be given priority and responded to immediately

#### **COMPENSATION**

In addition to salary, this position also includes a comprehensive benefits package, a Professional Development Stipend and annual COLA adjustments.