



## Commercial Sales Director

### The Company

[Virtual School Experience](#) is a part of William Clarence Education Group - the UK's leading education advisory and consultancy service for families, schools and leaders.

We have a range of educational interests across the sector from advising families navigating their move to the UK; applying to nurseries, schools and universities to engaging with schools directly to advise on effective student recruitment strategy. We also publish a range of leading educational magazines in print and digital across the world.

Our business is built on the quality and integrity of our people. This is a key hire to manage the growth of a new software product and segment; and is vital to the continued success and expansion of the broader business.

### The Role

[Virtual School Experience](#) is a new software solution enabling institutions to connect with parents, students and new staff around the world, in real-time, on demand, in a truly personal, engaging and immersive world.

This is an exceptional opportunity to join an expanding business and brand, be responsible for market leading growth; with significant earnings potential and scope for progression. We are looking for an experienced B2B software sales director, ideally within the context of education. Reporting directly to the Managing Director, this role requires a tenacious and entrepreneurial mindset to see the opportunities ahead with our brand.

### The Person:

- An accomplished and ambitious sales leader with a proven record of success.
- Hyper focused on growth and results.
- Target driven with a demonstrable track record of over-delivering and maximising opportunities.
- A confident understanding of the UK & international education market.
- Experienced and well networked with a proven ability to develop new business.
- Highly personable with the ability to interact and build relationships with any stakeholder
- Confident and experienced with online product demonstrations, pitch, pricing and proposal writing.
- Ambitious and entrepreneurial in nature, keen to take responsibility and be accountable for results.

### Responsibilities

- Develop & implement commercial strategies aiming to accelerate growth
- Monitor performance of commercial activities using key metrics & prepare reports for senior management
- Confidently demonstrating the product, preparing pitches & proposals to quickly adapt our offering to their budget & needs.
- Conduct market research and analysis to create detailed business plans on commercial opportunities
- Attending conferences and networking.
- Input into product development and client feedback.
- Updating sales material and adding to the sales story.

### Remuneration

- Attractive basic salary plus equity
- Significant quarterly & annual performance bonus

### Applications

Please send all covering letters and CV's to [info@williamclarence.com](mailto:info@williamclarence.com)

### Closing date

February 10th 2021