



## Assistant Director of Product Sales and National Network

**Intercambio is a great place to work!** Intercambio was founded in 2001 to bring English learners and community volunteers together in language classes and gatherings to build skills, confidence, and life-changing connections. We have connected over 15,000 students, teachers, and adult ESOL organizations through our programs, trainings, and curriculum. Intercambio participants build relationships that break down barriers of language, culture, race, and socioeconomic status — creating connections that build a more fair, just, and inclusive society. Our staff are experienced, diverse, passionate about our mission, and learn from our participants and each other.

### GENERAL STATEMENT OF DUTIES

The Assistant Director of Product Sales and National Network is responsible for developing and managing the sales strategy along the Intercambio customer lifecycle. This person is responsible for leading the sales and marketing activities for the department, which includes managing conference logistics, travel to conferences, and managing the Relationship and Logistics Managers. This person will be expected to develop all sales strategies within the context of respect and understanding for the Intercambio mission and values. Qualified candidates will possess proven sales skills and strong communication skills.

This position is full-time (40 hours per week) and reports to Director of Product Sales and National Network. The successful candidate will be expected to work in our Boulder & Longmont offices each week, and from home.

**We welcome your cover letter and resume at [jobs@intercambio.org](mailto:jobs@intercambio.org). Please be sure your cover letter specifically tells us how you meet our qualifications.**

### RESPONSIBILITIES:

#### Sales Strategy

- Be knowledgeable about Intercambio's curriculum and resources, which includes a keen understanding of our target markets
- Identify prospective customers and lead generation strategies
- Track projected growth and progress in new markets
- Establish, forecast, and track sales plans based on revenue goals
- Oversee lead generation and conversion
- Maintain and optimize relevant databases including Salesforce
- Develop strategies to strengthen all stages of the customer lifecycle particularly customer loyalty
- Lead sales and marketing strategy/communication plan, activities, and associated analytics

#### Communication and Conferences

- Work with Assistant Director of Marketing and Relationship Manager to oversee calendar of communications for all department audiences, including potential and actual conference participants
- Manage conference strategy and logistics, which includes creating and maintaining annual conference schedule and registration, relevant marketing materials, and pre and post communication to contacts
- Represent Intercambio at regional and national conferences as needed to generate sales and drive leads (requires traveling out of state approximately 3 times a year, with additional travel expected as our department grows)

### **Staff Management**

- Hire, train, supervise and conduct performance reviews for supervised staff.
- Ensure that all supervised staff have clearly defined roles, accurate job descriptions that reflect departmental priorities and the resources to accomplish their jobs.
- Set expectations for all direct reports and work with each to set and monitor goals.
- Hold regular check-in meetings to discuss progress on goals and address areas of growth, training, or support needed.
- Know, follow, and ensure that direct reports follow Intercambio's policies and procedures, including the Code of Conduct

### **Other**

- Contribute to development and upkeep of department standard operating procedures manual
- Operate as a cross-functional role across the department and organization
- Attend/support program events and organization fundraisers as needed

### **General Staff Expectations**

- Attend staff meetings either in person or by video conference.
- Help with and attend the annual fundraising event.
- Attend in-person staff retreats.
- Attend regular check-ins with manager.
- Know and follow Intercambio's policies and procedures, including the Code of Conduct
- Maintain an understanding of and commitment to Intercambio's Why, What, How and Values.
- Maintain an understanding of and willingness to uphold Intercambio's organizational commitment to diversity and inclusivity, and experience with working on a cross-cultural team.

## **QUALIFICATIONS:**

### **REQUIRED QUALIFICATIONS**

- Proven sales experience
- Excellent written and oral communication skills
- Demonstrated ability to build effective and authentic relationships
- Advanced skill and demonstrated experience with paying attention to detail
- Skill at managing multiple priorities
- Experience using and adapting to new technology and software – especially Salesforce
- Proficiency with Microsoft Office 365 applications, including Microsoft Office

### **DESIRED QUALIFICATIONS**

- Experience as a teacher or teaching assistant
- Knowledge of English to Speakers of Other Languages (ESOL) or experience with adult education

**Starting Salary Range:** \$68,000 to \$72,000 per year. Intercambio has a formal, market-based compensation structure. Candidates who possess the required qualifications usually start in the middle of the advertised salary range. Intercambio also offers a competitive benefits package that includes group health, dental, and vision insurance (Intercambio pays 90% of the premiums), life insurance, vacation and sick leave, Simple IRA after 1 year with a company match of 3%, and funds for annual professional development.

At Intercambio, diversity, equity and inclusion are at the core of who we are. [Read our Equity Charter here.](#) We are committed to creating a diverse and equitable work environment and strongly encourage you to apply if you have lived immigrant experience, are part of the BIPOC (Black, Indigenous, and people of color) and/or LGBTQIA community, are differently-abled, a veteran, or are of diverse nationality or religion.