



SALES COORDINATOR, SENIOR

SALARY GRADE: [C1-56](#)

DEFINITION:

Under the direction of an assigned supervisor within the Professional and Workforce Development unit, work with staff to support the introduction of the District's contract education programs to local employers and determine employee training needs. 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 according to District policies and guidelines.; provide guidance to other sales and support personnel, assign work to other classified personnel, students, volunteers and others; provide input to performance evaluations and monitor multiple projects and client (employer) programs.

EXAMPLE OF DUTIES AND RESPONSIBILITIES:

Depending upon assignment, duties may include, but are not limited to, the following:

1. Plan, perform, and implement sales and marketing activities; develop sales prospects; build potential client list through cold calling, referrals, and/or inquiries and respond to requests for proposals.
2. Develop, recommend, and implement customized training courses, programs, projects and services.
3. Prepare sales proposals for training and education and present them to potential clients (employers). Prepare and make presentations to industry and community groups and/or their representatives.
4. Assist Budget Analyst with data for preparing and developing contracts through entire sales and program delivery cycle and identify resources to meet program needs.
5. Maintain a working knowledge of business and industry workforce development trends and needs in the region to ensure program sustainability and relevance
6. Research, analyze, and evaluate workforce training programs and other educational services including alternate delivery methods.
7. Develop client evaluation and client needs assessment instruments.
8. Conduct client evaluations and client needs assessments to create better developed course offerings; analyze client evaluations and prepare reports as appropriate.
9. Develop and maintain relationships and partnerships with community, industry leaders, and other potential clients.
10. Develop, plan coordinate and prepare a variety of materials used for training and marketing, workbooks, websites, and brochures; establish appropriate linkages to the community; perform related duties as assigned.
11. Serve as main education and training program consultant to prospective clients (employers) for multiple programs.
12. Prepare sales reports for the units and workgroup within Professional and Workforce Development indicating sales activity, contracts signed, proposals developed and contracts planned.
13. Develop and maintain for all staff within sales and operations a system-wide instructor subject matter database with appropriate salary ranges.

14. Attend staff and sales meetings; share sales insights and report on client (employer) opportunities; establish and communicate plans and goals.
15. Gather feedback from all unit clients (employers) concerning all training provided and suggest additional training services.
16. Develop and maintain client (employer) database and sales portfolio records, cross-referencing of sales contacts, and proposal and contract files for Professional and Workforce Development unit.
17. Research, monitor and prepare reports on potential course and training offerings identified through client relationships and other contacts.
18. Assure sales expenditures are within allocated budgets; monitor budgets; propose sales budget changes, and participate in project budget applications.
19. Negotiate and secure agreements/contracts with clients.
20. 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.
21. Participate in business affiliations and relevant professional associations
22. Provide regular sales and marketing reports to management as requested; participate in program and sales reviews and perform related duties as assigned.
23. Perform related duties as assigned.

EMPLOYMENT STANDARDS:

Knowledge of:

1. Methods, techniques, and procedures used in the planning, development, coordination, marketing, sales, and delivery and monitoring of multiple business training programs and/or services.
2. Curriculum planning, development and production for effective learning environments; customized training needs and techniques of analyzing needs assessments.
3. Policies, objectives and goals and planning and coordination of the day-to-day activities of assigned program.
4. Techniques for the development and presentation of multiple educational and training programs and workshops.
5. Applicable laws, codes, regulations, policies and procedures related to assigned program.
6. Principles of training and providing guidance to other sales coordinators and staff.

Ability to:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, religious, and cultural backgrounds, disability, and sexual orientation of community college students, faculty and staff.
2. Coordinate multiple programs simultaneously.
3. Provide guidance to the day-to-day operations, problem solving and decision-making regarding multiple assigned programs.
4. Implement program policies and guidelines.
5. Prepare and make effective presentations to employers and community groups.
6. Understand customized training needs and recommend appropriate curriculum for addressing identified needs.
7. Effectively translate an employer's training need or vision into a practical training and/or educational program or service.
8. Develop effective partnerships between community and industry leaders, and the college community.
9. Use interpersonal skills with tact, patience and courtesy.
10. Operate a computer and demonstrate advanced skills in word processing, spreadsheets, graphics, database, desktop publishing, and the web.

11. Organize and enter data in web-based data collection system.
12. Create and interpret reports, financial statements, performance metric graphs, and other business related documents.
13. Monitor budgets and to create and interpret reports, financial statements, performance metric graphs, and other business related documents.
14. Provide for program reporting and accountability.
15. Prepare comprehensive program reports and reviews.
16. Provide work direction and guidance to other program personnel.
17. Demonstrate effective oral and written communication skills.
18. Interpret, apply and explain rules, regulations, policies and procedures.
19. Establish and maintain cooperative and effective working relationships with others.
20. Analyze situations accurately and adopt an effective course of action.
21. Meet schedules and time lines.
22. Plan and organize work; work independently with little direction.
23. Remain current regarding trends in assigned field.

Education and Experience

Any combination equivalent to:

1. Bachelor's degree in a related field.
2. Five (5) years related work experience in a sales environment

WORKING CONDITIONS:

Environment:

1. Office environment.

Physical Abilities:

1. Hearing and speaking to exchange information in person and on the telephone and make presentations.
2. Dexterity of hands and fingers to operate computer keyboard.
3. Seeing to read various materials.
4. Standing for extended periods of time.
5. Reaching overhead, above the shoulders and horizontally.
6. Bending at the waist, kneeling or crouching.
7. Lifting, carrying, pushing or pulling heavy objects up to 30 lbs.

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