

## ***POSITION DESCRIPTION – National Non Profit Organization***

<b>Position Title:</b> Regional Program Manager
<b>Department:</b> Sales
<b>Reports To (Name/Title):</b> Vice President, National Sales
<b>Date:</b> 5/1/14
<b><u>Part 1 - Position Summary:</u></b> The Regional Program Manager will be instrumental in helping to drive demand and generate growth of K-6 education/enrichment marketplace. S/he will have direct responsibility for increasing program demand and program sites by promoting and marketing the program to school districts, educators and administrators.
<b><u>Part 2 – Job Duties:</u></b>  <b><u>Earned Revenue Sales</u></b> <ul style="list-style-type: none"><li>• Drives and increases sales of the program in assigned K-6 districts; identifies opportunities for expansion within the educational marketplace, building partnerships at the regional and state level</li><li>• Communicates organization’s mission and value to a broad audience, delivering messaging that connects with our target audience of parents, students, educators, and school administrators</li><li>• Initiates and follows up on leads via phone, email and in person visits</li><li>• Expands the reach and impact of the program while managing and supporting existing program customer base</li><li>• Trains and motivates program staff to drive enrollment and ensure delivery of a first rate experience, leaving children and parents completely satisfied with their experience</li><li>• Assists in marketing efforts; attends conferences to promote program</li><li>• Manages administrative logistics of establishing and running programs, inclusive of marketing, training, and distribution of program materials</li><li>• Meets and exceeds sales targets</li><li>• Manages a regional budget</li></ul> <b><u>Other Duties</u></b> <ul style="list-style-type: none"><li>• Must be able to travel up to 20% of the time</li></ul>

**Part 3 - Credentials and Experience:**

- Bachelor's degree
- Minimum two years sales and/or business development experience with a proven track record of growth and reaching sales goals
- Knowledge of the education market and or local educational communities
- Geographic territory sales experience
- Experience managing, motivating, and mentoring staff
- Superior interpersonal and business communication skills that are customer centric
- Ability to see the big picture while managing day-to-day logistics

**Part 4 - Compensation:**

**Commensurate with experience – Range: \$75,000-100,000/year (+/-) plus benefits\_**

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**RPM position/territory:**

Northern Illinois