

JOB POSTING: K-12 Consulting Sales & Marketing



Company Background

Founded 32 years ago, Communications by Design was born out of the desire to enhance education through the power of technology. What began in a West Michigan home office has grown into a full complement of professional services provided across multiple states, a leading-edge Instructional Learning Center, and an expanding team of enthusiastic professionals. Through strategic technology integration and highest-quality professional development, we transform educational environments in ways that are affordable, reliable, and scalable.

Position Summary

Communications by Design is looking to add to our sales, marketing, and client relations team to address ongoing growth and expanding services. The Sales Representative will be responsible for selling professional development programs and services to K-12 school clients. He or she will identify and support client needs throughout the sales process and will cultivate and ensure customer satisfaction and care while making a purchase.

Primary Responsibilities

Job Responsibilities include but are not limited to:

- **Sales:** Seeking out new clients with technology renovation and/or professional development needs as well as fostering existing client opportunities
- **Marketing:** Attending state and/or national K-12 conferences and collaborating with internal staff to implement digital marketing efforts and support bond campaigns and planning opportunities
- **Client Relations:** Establish, foster, and maintain relationships with current, former, and future clients

The ideal candidate should possess the following skills, experiences, and education necessary to effectively fulfill this role:

- Master's Degree in K-12 School Administration or Curriculum
- Knowledge and experience of K-12 curriculum, technology integration, and innovative teaching & learning practices
- Knowledge of K-12 financial revenue streams; general fund, bonds, sinking fund, categorical, title and grant funding
- Strong organizational skills and time management skills
- Effective oral and written communication skills
- Team-centered attitude, willingness to work collaboratively and build relationships with internal teammates, clients, administrators, teachers, and outside entities
- Professional demeanor, attitude, and appearance
- Comfort building relationships over the phone, virtual meeting platforms, and in person.
- Willingness to drive up to 2-3 hours for sales meetings

Preferred but not Required:

- Experience as a K-12 curriculum director, grant writer, or professional development coordinator

We are looking to finalize the selection of our new team member within 90 days of the posting of this advertisement. If interested in this position, please send a letter of interest and resume with professional references to:

Rebecca Szilagy
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For more information about Communications by Design, please find us at:

www.cbdconsulting.com

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