



WILLIAM H. SADLIER, INC JOB DESCRIPTION

Position: Academic Consultant

Department: Sales

Reports To: Executive Director of Professional Development and Consultant Services

Essential Duties and Responsibilities:

Strategic Pre-Sales and Post Sales Support

- Deliver sales product presentations and professional learning modules on products and related curriculum and instructional topics for customers and potential customers to increase sales and improve customers' product implementation
- Keeps abreast of current events and trends which impact education and Sadlier's markets and products
- Has and maintains a thorough knowledge of Sadlier's academic products, print, digital and online; ability to demo digital products/resources
- Nurture sales opportunities by presenting education topics related to products and supporting trends in education
- Deliver conference presentations to promote brand awareness, Sadlier's content expertise, and showcase Sadlier's product lines
- Facilitate with Sales Reps the conversion of digital trials and print to sales
- Offer professional development keynotes and/or workshops as requested by sales team members or by the executive team
- Represent Sadlier at assigned conferences and meetings
- Assist the Sales team by responding to requests for presentations, answering questions, contributing to correlations and other documents required by sales to meet diocese/district/network/school requirements
- Participate in monthly conference calls
- Prepare and submit a monthly report
- Participate in peer review of presentations and attendant technology
- Offer advice, insights and ideas for current and future academic products
- Know the competition and appropriately position products and services
- Maintain positive relationships with customers, potential customers, and other stakeholders
- Provide support to Marketing by planning and providing webinars, planning and providing conference presentations, and researching and analyzing competition
- Deliver in-service and professional learning modules in a range of presentation formats including hands-on activity-based, demonstration, lecture, videos, webinars, and interactive workshops, along with appropriate collateral, encompassing each product line
- Develop and maintain an on-demand offering of accessible in-service modules to meet customers' needs and control costs for delivering professional development

Company is an Equal Opportunity/Affirmative Action Employer.



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Implementation Support

- Support customers with print and digital product implementation webinars to ensure successful implementation and customer satisfaction
- Support digital outreach and on boarding activities for digital products
- Follow up with customers on digital sales
- Performs other related duties as assigned

Education, Experience, Skills Required:

- Bachelor's Degree required; Education major preferred; Master's Degree preferred
- Five years of experience as a classroom educator or as a related education professional, e.g. guidance counselor required; experience as an educational consultant preferred
- Knowledge of the K-12 education market required
- Ability to effectively present print and digital products along with education topics using a variety of delivery modes
- Has solid interpersonal skills
- Must have the ability to build relationships at various levels with customers
- Exceptional problem-solving, decision-making and project management skills
- Exceptional written and verbal communication skills
- Must possess excellent organizational skills with focus on attention to detail
- Ability to establish and meet deadlines, work under pressure and handle multiple priorities.
- Excellent presenter and group facilitator
- Skilled trainer, coach, and negotiator
- Must be able to travel extensively to present on-site regionally, nationally, and internationally (up to 75% of the time) with overnight stays, including some weekends and holidays.
- Proficiency in Spanish language a plus
- Strong technology skills, including proficiency with MS Office Suite, Virtual Conferencing and any other tech-related functions to perform job duties such CRM and ERP systems