



National Director of Sales – Job Description

Position Location: Philadelphia Area

Are you looking to work for a small, growing company where you can make a difference within the organization and in the lives of millions of children? Are you interested in representing educational products that help children to learn?

AWE Learning is hiring an experienced, innovative, outgoing individual with a proven track record of managing an inside and outside sales organization and achieving and exceeding sales and revenue goals. AWE's digital learning solutions for early learning provide users an engaging and interactive educational experience that assists in school readiness, academic remediation and enrichment.

This leadership position is responsible for developing and directing AWE Learning sales in the US Library Market. The National Director of Sales is responsible for the development and management of the sales team; for development and execution of annual sales territory plans; for major account management; and for providing day-to-day guidance to team members. The Director is responsible for representing AWE with major constituents in the US Library Market including but not limited to state libraries and librarians; library consortium and buying groups. Designs and initiates sales campaigns and tracks progress.

The position reports to the President & CEO of AWE Learning. Position is based in the Philadelphia area.

Qualifications

- 10 years minimum field sales experience in library or educational publishing
- 10 years minimum sales management experience, managing both inside and outside sales
- Understands the importance of early childhood education; experience in education a plus
- Experience in the public library market helpful
- Excellent verbal and written communications skills required
- Strong interpersonal and presentation skills; ability to grow, build and nurture effective business relationships
- Detail oriented, adaptable, organized and demonstrated ability to successfully manage a remote sales organization, multiple projects and tasks
- Bachelors Degree required; Masters preferred
- Up to 25% travel

Duties & Responsibilities

- Lead the library sales team to meet quarterly and annual goals and objectives.
- Work with the library sales team to plan, organize and execute territory sales plans that support company goals and objectives.

- With marketing, develop an integrated sales and marketing plan at the national level.
- Lead and develop members of the library sales team through example, coaching, training, and mentoring. Develop Library Sales Team guidelines and performance standards.
- Travel up to 50% in the field with the team and managing strategic accounts and major constituents.
- Represent AWE and AWE products at marketing and sales events (seminars, conferences, trade shows) and to other groups of prospective customers.
- Compile weekly reports and participate in weekly leadership meetings.
- Manage the library business, pipeline and forecast, ensuring an accurate CRM.
- Control sales team expenses, travel, expense reporting, and sales events.
- Work closely with Marketing to execute an annual Sales & Marketing Plan.
- Recruit and hire additional sales representatives.
- Train new sales representatives to develop professional skills; AWE knowledge; AWE product knowledge; market expertise; sales process and call scripts; and effective use of CRM database to track prospects, manage opportunities, plan activities and report to AWE Learning management.

About AWE Learning (AWE)

AWE Learning (AWE) is the leading provider of digital learning solutions for young children in Public Libraries across the United States. Our solutions are found in 47% of Public Libraries and we have served over 190 million learning hours to children. AWE is based just south of Philadelphia in Chester, PA. We are located along the Delaware River waterfront in a historic, renovated electrical power plant that is now a full-service office building. Amenities include free secure parking, on-site cafeteria, and free gym access for all employees. Learn more at www.awelearning.com

Salary & Benefits

This is a full time salaried plus commission position. We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and benefits package including paid vacation, medical benefits, and future growth opportunities within the company. To learn more about us, please visit our website at www.awelearning.com.

If you are interested in applying for this position, please submit your resume or CV, cover letter, and salary requirements to sorgid@awelearning.com.

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