

## Area Manager

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Company: LEAD School

Location: Ahmednagar

Category: other-general

Purpose of the Job: Growth marketing is a function of the expansion team at Leadership Boulevard. This role is responsible for developing and executing data-driven marketing strategies that accelerate customer acquisition, engagement, to fuel revenue growth. This role plays a pivotal role in enabling the inside and field sales teams to achieve the business objectives and drive impact in the school education sector. Key Responsibilities: In-depth understanding of LEAD product & integrated solution and its impact on student learning. Creation of Sales pipeline & lead generation. Understanding the school owner persona and requirement to pitch the appropriate solution matching their need. To conduct Product demo and academic discussions with schools. Negotiate contracts and close agreements to maximize win-win for successful partnerships to LEAD school's mission and handover to Key Account team. Maintain the CRM with timely and accurate information.

Support the KAM team in transition from sign up till operationalization. Support marketing for lead generation campaigns. Maintain strong industry knowledge which included but not limited to competitive offerings & customer aspirations (School Owners, Teachers, Parent, Students). Adherence to the sales Process. Must: 4- 6 Years' experience within the industry (EdTech) OR 4-6 years' experience in outside Industry Experience in Sales (Solution Sales) B2B, Institutional & Corporate Education - B.Tech/B.Com /B.SC/MBA Should be amongst the Top quartile performer & have been formally recognised Excellent Communication & Presentations, account risk analysis, negotiation and collaboration skills. Should: Possesses honesty, integrity, strong work ethic, and team skills. Strong problem solving & communication abilities; is organized and efficient. Excited by and open

to new ideas and new ways of doing things. Proven ability to meet deadlines in a high-paced work environment. Proficient with multiple technologies. Competencies: B2B Activities.

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