

Cricket Media, Inc.
Sales Director, eMentoring Solutions

About Cricket Media:

Cricket Media is a leading international children's media company that connects kids globally to great learning experiences. Cricket Media pairs award-winning digital and physical content with safe and secure collaboration tools to connect K-12 children around the world to enlightening learning experiences. This includes 11 award-winning children's media brands across a full spectrum of formats, languages, devices, and platforms. Cricket Media's flagship supplemental curriculum program, CricketTogether, is an evidence-based adult/child eMentoring program that promotes collaborative, authentic, and ambitious literacy and subject matter learning for grades 3-5. Cricket Media also hosts the world's largest community of K-12 classrooms enabling students and teachers to safely connect with like-minded learners and educators worldwide. Cricket Media puts the world in the hands of students and teachers by facilitating authentic and dynamic exchanges and collaborations with thousands of classrooms in almost 200 countries and territories. To learn more about our company, visit us at www.cricketmedia.com.

About the Position:

Cricket Media seeks a full-time **Sales Director, eMentoring Solutions**, to position and sell our award winning CricketTogether and TryEngineering Together eMentoring programs into human resources, community outreach, and corporate social responsibility departments of sponsor companies. CricketTogether is a scalable solution that sets up employees of sponsor companies with students to help build 21st century reading, writing, and analytical skills. TryEngineering Together is a white-label version of CricketTogether focused on STEM education. The Sales Director will grow our eMentoring solutions by expanding into new sales channels, broadening existing customer relationships, and expanding into additional geographies. The ideal candidate should possess an entrepreneurial spirit and passion for children's education. We seek direct, honest, logical thinkers with abundant energy and desire for excellence and success.

The position reports to the Vice President, Operations, and will be based in our McLean, VA office.

Job responsibilities:

- Aggressively grow revenue through CricketTogether and TryEngineering Together mentoring solution sales.
- Build, document, and manage a quantifiable sales pipeline; provide timely and accurate forecasting on a monthly basis; meet and exceed sales quotas
- Make prospecting an integral part of the work routine, ensuring new prospects are being added to the sales funnel on an ongoing basis.
- Work effectively with internal partners (e.g. legal, rights management, marketing, content production) as needed; collaborate with product and education teams to optimize new content for CricketTogether and TryEngineering Together pipeline.
- Articulate unique value proposition to segments of the publishing and education related verticals.
- Stay informed about current industry trends, and articulate the company's unique position in the industry.
- Research available markets and develop strategies for acquiring new customers.
- Execute on these strategies through active contact with new potential partners.
- Analyze and expand the company's existing relationships with customers and channel partners.

- Cultivate demand (and generate sales) from existing and new programs.
- Support existing partners, develop relationships with their local sales reps, and leverage those relationships to drive incremental sales.
- Build and manage a quantifiable sales pipeline; provide timely and accurate monthly forecasting; meet and exceed set sales quotas.
- Effectively use the Salesforce CRM tool to enter all sales activity and opportunities.
- Attend and participate in sales meetings, product seminars, and trade shows.
- Prepare and deliver written presentations, reports, and partnership proposals; assist in contract negotiations.
- Effectively and efficiently deploy internal resources at appropriate stages in the sales cycle to advance the sales process.
- Experience with mentoring and CSR programs desirable, but not required.

Qualification & Requirements:

- 1+ years of experience solution selling into human resources, community outreach, or corporate social responsibility areas.
- BA/BS
- Proven success prospecting, building a pipeline, moving opportunities through the sales cycle.
- Ability to craft a solution with appropriate products and services that meets business goals based on client discussions.
- Aggressive, energetic attitude that responds well to new challenges and opportunities; good balance of strategic and tactical analytical skills.
- Strong leadership, motivational, and presentation skills; excellent communication skills (written and verbal).
- Ability to negotiate licensing deals and contracts.
- Travel: 25%

Working at Cricket Media:

Cricket Media has a diverse workforce with individuals who are leaders in their fields committed to making a difference at the intersection of content, technology, and education. Our staff is universally committed by the desire to “do well and do good.” People who value these ideas, understand how to make them real at scale, and who thrive in a fast-paced environment will do well at Cricket Media.

Our culture values and encourages creativity, transparency, accountability, and integrity. Cricket Media is an equal opportunity employer and does not discriminate in employment. We also offer a full range of employment benefits for our regular full-time employees.

To apply: Send cover letter and resume. **Please reference Sales Director/eMentoring Solutions** in the subject line. No phone calls, please.