



JOB DESCRIPTION

Sales Manager

ROLE SPECIFICS

Reports to	Executive Director
Team	Communications & Branding
Location	Remote/Hybrid
FTE	0.8
Capability level	Applied
Direct reports	n/a

ROLE SUMMARY

The purpose of the Sales Manager role is to drive product sales for EQI's new e-learning platform, as well as new products as they are developed. The role requires a deep understanding of B2B practices along with the skills and knowledge to implement strategic sales plans and maintain strong relationships with clients. The role will entail hands-on business development as well as database management and reporting. It requires a growth mindset to work closely with the wider team to drive product development and revenue.

ABOUT EQI

The Equality Institute (EQI) is a global feminist agency working to end violence against women and girls.

We are values-driven and underpinned by feminist principles in the ways we work and how we conduct ourselves. We actively apply an understanding of intersectionality in our work and are committed to having diversity reflected in our workplace.

VALUES

Strive for Equality

Stay Curious

Be Courageous

Find the joy

AREAS OF ACCOUNTABILITY

1: Client Engagement and Management (25%)

- Establish new, and maintain, existing relationships with clients, to seek out new opportunities and help produce and submit all relevant information including proposals, quotations, and solutions to clients' enquiries.
- Prepare and deliver presentations explaining products and services to existing and prospective clients.
- Manage the client on-boarding process including coordination with Platform host.
- Proactively assess, clarify, and validate client requirements and satisfaction of EQI products and delivery.
- Facilitate product updates to existing corporate clients and supporting clients with any ad hoc needs.

2: Sales Leadership (25%)

- Implement the business development plan for EQI's e-learning product suite with a focus on generating revenue, acquiring new customers, partnerships, and market expansion.
- Implement strategic sales plans which will include interacting with existing and prospective clients.
- Partner with the wider team to develop lead generation and engagement strategies regarding new EQI products.
- Direct and support the consistent implementation of new EQI products and sales initiatives.

3: Sales Administration (15%)

- Execute the operational aspects of generating proposals, contract completion, and customer correspondence.
- Maintain a database for potential clients and referral contacts.
- Manage renewals for currently held subscriptions of EQI's e-learning product.
- Support sales and marketing events.

4: Finance & Operations (10%)

- Work closely with the finance department to ensure client invoices are paid and contracts are signed.
- Manage sales forecasting and budget efforts, ensuring that accurate forecasts are completed on a timely basis.
- Monitor annual subscriptions to ensure invoicing is accurate on a rolling basis.

5: People & Processes (25%)

- Support the operationalisation of EQI's Strategic Plan that contributes to advancing gender equality and preventing violence against women globally.
- Effectively contribute to team and organisational goals, particularly as they relate to organisational effectiveness, sustainability, and staff well-being.
- Support collaborative behaviour across teams, contributing to, and encouraging, a high-performing, positive and inclusive team environment.

KEY CAPABILITIES

Live our Values

- Demonstrate the value of 'find the joy' by having a genuine interest in creating relationships with others and celebrating the wins of everyone in the team.
- Hold self and others accountable in kind and productive ways regarding principles of diversity and inclusion and takes corrective actions when behaviors displayed do not 'strive for equality'.
- Champion the value of 'be courageous' by giving and receiving feedback that is clear, constructive, and respectful on a regular basis.
- Continuously seek out alternative approaches, ideas, and partnerships in order to 'stay curious'.

Think Strategically

- Promote the purpose, vision, and values of EQI within the team and shifts priorities when necessary.
- Consider emerging trends when contributing ideas to the development of broader initiatives and strategies.
- Collaboratively develop team plans that reflect the strategic direction of EQI.
- Encourage others to consider the longer term and wider implications of actions.

Promote Intersectionality

- Pay attention to words, expression and body language and recognise behaviours that promote a culture of inclusion and belonging.
- Takes corrective actions when behaviours displayed do not promote a workplace based on the principles of intersectionality.
- Adapt approaches to meet diverse needs, styles and backgrounds and encourage others to do the same.
- Provide opportunities to improve knowledge of teams in the area of intersectionality to promote overall diversity, inclusion and belonging.

Manage Projects

- Manage projects from end to end, identifying resources, monitoring project milestones, and managing budgets.
- Pace work to allow time for collaboration and feedback and ensure on-time completion and quality of own and (where relevant) team deliverables.
- Proactively communicate work progress to leadership and seek appropriate support.
- Demonstrate team leadership, defining day to day direction and understanding how to interpret data and findings of all team members.
- Identify any potential resourcing issues and communicate immediately.

- Evaluate progress and identify improvements to inform future project/sales management processes.

Lead People

- Actively seek to improve others' skills and talents by providing knowledge, constructive feedback, coaching and learning opportunities.
- Align work activities with operational plans and organisational values and goals through effective people leadership.
- Communicate role expectations and purpose to team members.
- Recognise deviation from values, performance standards and provide timely and constructive feedback.
- Understand individual needs to optimise employee engagement.
- Recognise potential in others and consistently develop team capability.

Communicate with Impact

- Model communication style and adapt to meet needs of key stakeholders.
- Use media appropriate to the audience and presents information to develop the understanding of the topic.
- Engage other teams to share information to understand or respond to issues.
- Encourage discussion, welcome, and respond to feedback and adapt approach to ensure audience understanding.
- Explain complex concepts and structure arguments to individuals and groups using the most appropriate and accessible language for the audience.

Strive for Excellence

- Draw on the expertise of others to improve results and acknowledge those contributions.
- Identify and use all resources available to ensure success.
- Ensure all team members clearly understand their role, connection with the broader outcomes, and what is expected of them.
- Challenge self and the team to achieve high quality results aligned with goals of EQI.



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