



POSITION ANNOUNCEMENT

May 20, 2015

Title: Partner Relationship Representative

Campus: University Center

Job Duties: The Sanford Education Center (SEC) Partner Relationship Representatives assist the Manager of SEC Partner Relationships with the implementation of client/partner outreach, promotions, marketing and customized product development programs, both short and long range, targeted toward existing and new markets. The SEC Partner Relationship Representatives interface with schools, school districts, non-profits and businesses to disseminate the Harmony, Inspire and Philanthropy programs and initiatives.

Key responsibilities include:

- Assisting in implementing strategic promotional plans, goals and forecasts to achieve dissemination and enrollment objectives.
- Disseminating advertising and promotion materials associated with Sanford programs and initiatives including print, online, electronic media, and direct mail.
- Establishing and maintaining relationships with educational and industry influencers and key strategic partners.
- Providing timely documentation and summary reports regarding initial and ongoing contacts with partner organizations/personnel and business/educational opportunities in target markets.
- Preparing reports showing promotional volume, potential partners, and areas of proposed partnership expansion. Documents program dissemination and sales performance against programs, quotes and plans to determine effectiveness.
- Providing input to dissemination/sales forecasting activities and achieves performance goals accordingly.
- Implementing target market channel development activity and coordinates sales distribution by establishing territories, quotas, and goals.
- Conducting periodic and occasional follow-up contact (phone, personal, questionnaire or internet based) with schools, school districts, non-profit organizations and businesses to assess the impact and effectiveness of Sanford Education Center programs,
- Participating actively in the assessment of Sanford Education Center programs and initiatives.
- Assisting with the respective training associated with Sanford Education Center programs and initiatives.
- Representing company at trade association meetings to promote Sanford Education Center and its programs.
- Maintaining effective liaison between Sanford Education Center and other related NU units including the academic schools affiliated with SEC programs.
- Assisting with program related research and development.

Qualifications: Bachelor's degree in Sales, Marketing, Business or Education with a minimum of three years related experience, preferable in an education product environment; demonstrated in-depth sales and marketing techniques and financial principles; ability to communicate effectively (orally and in written form) with co-management internal and external customers; demonstrate the ability to anticipate and solve practical problems or resolve issues. Familiarity and/or experience with PK 12 and higher education environments.

Salary: Commensurate with experience

FLSA Classification: Exempt

Starting Date: As soon as possible

Contact: Please send cover letter, resume and contact information for three references to:hr@liu.edu

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