

Application deadline: 7 February 2022

Professional School Marketing & Sales Manager

ABOUT EIT URBAN MOBILITY

EIT Urban Mobility, supported by the European Institute of Innovation and Technology (EIT), acts to accelerate positive change on mobility to make urban spaces more liveable.

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT). Since January 2019 we have been working to encourage positive changes in the way people move around cities in order to make them more liveable places. We aim to become the largest European initiative transforming urban mobility. Co-funding of up to € 400 million (2020-2026) from the EIT, a body of the European Union, will help make this happen.

	<i>We create systemic solutions that will move people around the city more efficiently and free up public space.</i>
	<i>We bring all key players in urban mobility together to avoid fragmentation and achieve more.</i>
	<i>We engage cities and citizens from the word go, giving them the opportunity to become true agents of change.</i>

ABOUT EIT URBAN MOBILITY ACADEMY

Our Academy is a collaborative arena for lifelong learning, helping to build critical capabilities for innovation and transformation. We are training the next generation of urban mobility practitioners, needed by the urban mobility ecosystem of the future. The EIT Urban Mobility Academy has three main areas: the Master School, the Doctoral Training Network and the Competence Hub, as well as a Cross-KIC/RIS team which supports Academy collaboration with the rest of the EIT Community and Academy development within RIS (Regional Innovation Scheme) countries <https://www.eiturbanmobility.eu/ris/>.

Our programmes are intersectoral, interdisciplinary, international, and entrepreneurial.

ABOUT THE ACADEMY COMPETENCE HUB (PROFESSIONAL SCHOOL)

The Competence Hub offers intensive programmes on hot topics in urban mobility and transport to work with professionals from different sectors, such as project managers, engineers, entrepreneurs, or urban planners, co-created by our partners and subcontractors in various locations in Europe. More information on the Competence Hub: <https://www.eiturbanmobility.eu/competence-hub/>

As you may see here on our website, we focus on 4 types of training contents:

- **EIT Urban Mobility Academy WebTV:** compilation of short videos (1 to 8 minutes) available on Youtube. The aim of the WebTV is to connect with a high volume of urban mobility professionals from all sectors, through videos that provide short/introductory answers to the many questions they ask themselves when facing new professional challenges or responsibilities. The Academy WebTV is also intended to become an in-bound marketing tool for our e- courses.

More information: https://www.youtube.com/playlist?list=PLL-kekO8_f-Xm9u0IYXsqSZj27-1CgeiS

- **E-courses – Short Online Courses (SOCs) and MOOCs:** These courses are delivered online and asynchronous, so each learner can take/complete them whenever she/he wishes. Our e-courses provide compelling learning content on important urban mobility issues, trends, tools, etc. While the SOCs are shorter to complete (1-3 hours), the MOOCs (10-20 hours to complete) provide more advanced, detailed and technical/scientific content and training activities, yet maintaining a strong hands-on and applied focus that urban mobility professionals also look for.

This content is available for free, so that many professionals can benefit from these courses and leverage them to become better professionals. In addition, freemium options are available at a cost for the learners (certification, unlimited access, etc.). The revenue generated as a result contributes (moderately) to the Financial Sustainability objectives of the Competence Hub.

More information:

<https://www.eiturbanmobility.eu/competence-hub/e-learning-courses-competence-hub/>

- **Face-to-face synchronous courses (F2F):** We also build synchronous courses for professionals (open-enrolment/B2C market) as well as for organisations (custom/B2B market). By leveraging our unique community of partners/subcontractors and by building multi-stakeholder collaborations which bring together cities, corporates, research institutes, and/or start-ups, the Academy Competence Hub creates, develops, and probes various innovative training programmes and services that currently are not available in the urban mobility sector. The language, content, schedules and delivery formats are adapted to the specific needs of each audience. The courses are delivered online or onsite or in a blended format.

Our F2F courses are custom built for specific needs of specific groups of urban mobility professionals. They are accessed at a price (either covered by the learners themselves, the company

they work for or external sponsors). The business model, revenue generation and revenue share model are specific to each course/partnership. The revenue generated as a result contributes (mainly) to the Financial Sustainability objectives of the Competence Hub.

Examples of (open) F2F Courses launched in 2021:

<https://irfnet.ch/training-planning-for-autonomous-mobility/>

<https://www.uitp.org/trainings/demystifying-emv-open-loop-payment/>

<https://www.mobilitymasterclass.eu/>

<https://factual-academy.com/course/la-digitalizacio-de-la-mobilitat>

<http://www.carnetbarcelona.com/zbe2021/>

MAIN DUTIES AND RESPONSIBILITIES

The **Professional School Marketing and Sales Manager** will support and report to the Head of the Competence Hub. She/he will be in charge of the overall development and execution the Competence Hub's marketing and sales strategy, focusing mainly on our F2F Courses but also supporting the development of our e-course freemium operations. She/he will therefore define and execute all of actions covering the "commercial life-cycle" of our courses, both from a marketing perspective (generating and nurturing leads) and a sales perspective (qualifying leads, assessing needs, preparing and presenting proposals) within B2C and B2B markets. Given the relatively cyclical nature of our activity (design/commercialisation of course during the first half of the year, delivery during the second half), she/he may also be involved in supporting the delivery of certain F2F courses.

This position will therefore comprise:

- an operational dimension (social media posts, newsletters, participant in events, networking, CRM management, calls, commercial meetings, proposal preparation and presentation, etc.)
- a strategic/business-development dimension (defining a marketing/sales strategy from scratch, testing and improving them, identifying providers, leveraging the support provided from the XKIC/RIS team as well as our Innovation Hubs, identifying new markets and new ways of leveraging existing courses and collaboration, defining new collaboration and revenue generation models, etc.).
- a project management dimension (supporting delivery of F2F courses).

Tasks and responsibilities include:

- Assisting the Head of the Competence Hub in the development of a strategic framework relative to the commercial life-cycle and go to market of our course portfolio, and in the definition of intermediary sales goals/quotas/KPIs needed to reach the Competence Hub's overall Financial Sustainability goal: 2 Million € revenue generated per year by 2027.

- Analysing our current course portfolio and collaborations with universities, consultancies, innovation agencies so to define and execute the marketing/sales action plans that will help move our existing/new courses to the market and generate additional revenue for EIT Urban Mobility.
- Defining and meeting sales/recruitment quotas and goals, leveraging on internal outreach capabilities: Cross-KIC/RIS, Communication, Innovation Hubs, City Club teams and EIT Urban Mobility Core Partners.
- Researching and developing digital marketing actions (social media, newsletters, etc.) to generate and nurture leads for our courses (online and F2F) and then transform these leads into clients.
- Leveraging major Urban Mobility conferences and events (such as Tomorrow Mobility) and conducting visits, online/on-site/off-site information sessions, or participating in networking events to identify new leads, both at a B2B and B2C level.
- Maintaining relationships with key clients/partners by making regular visits, understanding their needs, and anticipating new collaboration opportunities. Many of our F2F courses are done with/for city officials or urban planners, which make them highly replicable/scalable, nationally and internationally. Being able to foster good relationships with high level city officials in many large/medium sized cities over the European continent will therefore be instrumental.
- Building and nurturing a client database, utilising our CRM platform (Podio).
- Supporting the replication and delivery of our F2F courses when necessary.
- Identify, involving and managing the relationship with marketing agencies and sales representatives or other commercial intermediaries, if relevant.
- Ensuring optimal synergies with other initiatives from the Academy Master School and Doctoral Training Network, the rest of EIT Urban Mobility, and the EIT Community (XKIC/RIS projects).

KEY SKILLS AND EXPERIENCE

Key Skills

- A doer as well as a thinker. The position will consist of around 70-80% of operational tasks and around 20-30% of strategic/conceptual tasks.
- A strong entrepreneurial mindset/drive. The commercial strategy of the Competence Hub will need to be built from the ground up (thinking) and then implemented (doing). Results/revenue will justify further growth.
- Ability/interest to work back-office (data analytics, CRM, social media, proposals, etc.) and front-office (client/partner visits, events, webinars, presentations, etc.)

- Hands-on, result-oriented, organised, pro-active, and eager to exceed expectations.
- Capability and fluency in working with cities, academic and industry partners/providers.
- Capability and fluency in building and nurturing strong business relationships/networks.
- Well-developed presentation, communication, project-management, and negotiation skills.
- Motivation to work in fast-moving, innovative, and sometimes ambiguous environments.
- Team player who can work independently.
- Strong digital skills.

Experience

- At least 5 years of experience marketing and sales of professional/training services with a proven track-record of overcoming recruitment/revenue goals and of steady increase of sales over a multi-year timeline.
- Demonstrable experience working at strategic and operational levels, on the entire commercial lifecycle (both marketing and sales) of professional/training services.
- Demonstrable experience working within B2B and B2C markets.
- Demonstrable experience commercialising a service over several different European countries or cities.
- Experience in working in an international environment. Having sales experience in Central/Eastern European countries or Turkey is a plus.

ELIGIBILITY

General Conditions:

By the closing date of this call candidates must:

- be a national of an EU Member State or have a working permit valid in Spain;
- enjoy their full rights as citizens;
- have fulfilled any obligations imposed by national laws concerning military service; and meet the character requirements for the duties involved.

Education:

- Master's degree in business administration or equivalent training or working experience.
- Fluent in English, additional European languages are a plus.

JOB AND CONTRACT TYPE

- Permanent and full-time position.

LOCATION

- Barcelona in EIT Urban Mobility Headquarters.
- No relocation expenses are assigned.
- Availability to travel when required.

APPLICATION PROCESS

EIT Urban Mobility is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge, and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

To apply for this position, please download the [application template](#) from EIT Urban Mobility website. Complete the four elements of the application:

- 1) Personal **contact details**;
- 2) An **essential criteria** checklist;
- 3) A **Cover Letter** demonstrating how you match the skills defined in the job description – examples should be given.
- 4) A **curriculum vitae**.
- 5) A **summary presentation video (2 minutes maximum)** introducing yourself, the main components of your cover letter, and your motivations. Focus on key messages (less is more) and don't hesitate to be creative.

Follow the naming process detailed below:

- Format: Save your application form in **one single file** in either PDF or Word format.
- Format: Save your video in **mp4 format**.
- File/video name: Name the file/video according to the model "*EITUM_first name_last name*". For example, Joanna Smith would name the file, *EITUM_Joanna_Smith*.
- Email title: The subject field should read "*Professional School Marketing&Sales Mgr. HR082-2021*".
- Send to: Send your completed application to: recruitment@eiturbanmobility.eu.

Deadline for Applications: 7 February 2022

Data Protection Disclaimer

Your personal data will be processed with utmost care by the EIT KIC URBAN MOBILITY, S.L. or its subsidiaries.

The said processing will allow us to manage the recruitment of the offered positions, and more specifically:

- to enable you to submit your CV to apply for specific jobs;
- to match your details with the job vacancies and to eventually contact you;
- to retain your details and notify you about future job opportunities similar to the specific role for which you have contacted us;
- to answer your enquiries.

You can exercise your data protection rights, writing to recruitment@eiturbanmobility.eu.

You may find further information in the full GDPR Compliance privacy note for applicants available [here](#).