



### **Job Description form details**

Job title – Digital Sales Lead; Full time at our Nariman Point, Mumbai office

Division – NA

Number of vacancies - 1

### **Experience requirements –**

- Minimum 1-5 years of experience in digital ad sales/digital advertising
- Passion to work/prior experience in the education space

If you thrive in a fast-paced, high-energy environment, are an independent worker, enjoying taking risks, have business analysis and sales skills and have experience with digital ad sales, we would love to hear from you.

Here is your chance to work with a start-up and learn and grow with an early-stage venture.

### **Job description –**

Reach Education Pvt. Ltd. is an educational services firm based in Mumbai, India. We are a start-up founded by HBS (MBA'2010) and CMU (Tepper'2003) alum Vibha Kagzi and focus on the higher education space in India.

ReachIvy ([www.reachivy.com](http://www.reachivy.com)) is focused on counseling students targeting top-tier schools, but is also assessing various incremental business models and ideas in the education space. As we continue to explore various highly scalable business ventures with technology as the back-bone of the business, we require a strong digital advertisement sales professional to help us ideate monetization strategies and sell and implement any strategies that we decide to act upon. The job requires:

#### **Pre-sales/Strategy:**

- Develop and maintain relationships with educational institutions and stakeholders.
- Present designed solutions and proposals to the internal team in a convincing and effective manner.
- Comprehend and review clients' needs.
- Responsible for overall digital sales administration.
- Use digital media extensively to reach out to target audience.





#### Sales:

- Present designed solutions and proposals to the clients in a convincing and effective manner.
- Maintain financial targets and focus on revenue generation.
- Research and maintain information with respect to annual contracts, changes in the process of key stakeholders etc.
- Ensure client satisfaction and repeat business.

#### Role and responsibility -

1. Evaluate and understand the nuances of our current business vertical
2. Maintaining a log and managing our digital ads inventory
3. Prepare a blue print of pitching to potential clients
4. Maintaining existing and building new client relationships
5. Interview candidates and build a team of sales professionals to grow the businesses

#### As a full time member of the organisation, you enjoy the following perks -

1. You will be interacting with very high quality individuals in the education space
2. Our events take place in the best venues of the country
3. You have access to personal networks of our team members ie Harvard Business School, Carnegie Mellon, Columbia Univeristy - faculty and alumni
4. As an early member of the team, you shape the foundation and vision of the company
5. You can attend events organized by Harvard Club, Asia Society, FICCI and others since the Founder is a member at these organizations
6. We do not just exist in the virtual space, we change lives!

#### Compensation -

Will be determined on a case by case basis depending on the individuals skill set and experience. Potential for revenue share. Can also be converted to a field study for course credit. We are very flexible!

#### To Apply -

Complete this brief form - <http://goo.gl/forms/DWBy8Kja4I>





We look forward to hearing from you.

Vibha Kagzi,

CEO & Founder, Reach Education Pvt. Ltd.

