



Programme and Membership Advisor

The Programme and Membership Advisor is responsible for achieving sales targets by engaging directly with existing customers and potential prospects on the full range of IMI products and services.

About the IMI

Leadership. It's more than a job – it's a mindset. It's the capacity to inspire, empower and create new possibilities.

IMI's mission, and passion, is to equip leaders to build the future. We are world-class specialists in enabling and inspiring leadership performance. We challenge and support leaders to fulfil their ambition - unlocking their potential and giving them the skills to deliver exceptional performance.

We've been shaping world-class executives for over sixty years. Founded by business leaders, for business leaders, in partnership with UCC's expert research faculty, we deliver intensively practical executive education that works in the real world. Our unique global rankings are a testament to our impact.

Any day spent at IMI challenges assumptions, deepens perspective and amplifies ability to lead. Do you have what it takes to work with IMI? Join us on our mission to equip leaders to build the future, and you will shape the future of leadership in Ireland.

IMI. Inspiring Leadership Performance.

Key Responsibilities

(Key responsibilities include, but may not be limited to):

- Achieve defined revenue targets by profiling and converting new and existing clients, building relationships, cross-selling through IMI products and services including: Graduate Studies and Open Enrolment programmes, Customised programmes, Membership, Events and Other services (e.g. Knowledge Centre/Library).

- Utilise all methods of communication, especially proactive outbound phone engagement, to build and nurture relationships with existing and prospective clients.
- Source leads through cold calling and manage leads from internal and external sources. Make outbound sales calls (from call lists) to generate new business leads and client appointments.
- Use Social Selling tools to promote IM products and services (LinkedIn Sales Navigator and others). The IMI are currently ranked 2nd in Ireland by LinkedIn for Social Selling amongst SMBs.
- Take responsibility for your specific client list; build relationships through to trusted advisor status. Translate client requirements into an IMI solution offering to meet their needs.
- Manage and progress inbound leads, maximising the sales opportunity, consistently selling and influencing, including the cross-selling and up-selling of products and services.
- Coordinate closely with the marketing team, especially for call campaigns and inbound new lead generation.
- Record and track all selling activity in the CRM system ensuring client records are complete and comprehensive.

Candidate Requirements

- 3rd Level Qualification (Preferable).
- 3 years selling B2C and B2B, including inside sales.
- Outbound call experience.
- Preferably experience of working with a membership organisation.
- Technical Skills & Experience: IT: (Excel advanced, Microsoft Word; PowerPoint. Proficiency with CRM).
- Selling and influencing, especially how to identify and chase a sales opportunity.
- Rapport building and relationship building/Networking.
- Decision making.
- Proven track record in achieving targets and goals.

Personal Qualities:

- Excellent attention to detail.
- Take initiative, with a hands-on execution style.
- Organised, self driven, can work independently.

- Ability to develop productive working relationships across teams and departments is essential.

IMI's Values

IMI's new Values and Behaviours Framework identifies 6 core Values that we fundamentally believe in as central to our culture, brand and organisational identity.



To ensure IMI recruit the right people to join our team, people who actively reflect our values and culture, we take a competency based approach to interviewing. Candidates called to interview will be asked a series of competency questions to allow them to demonstrate how their knowledge, skills and attitudes align with IMI's values and culture.

How to apply:

All applications must be submitted through IMI's applicant tracking system at:

<https://imi.peoplehr.net/Pages/JobBoard/Opening.aspx?v=2e39c4b0-4e40-4e83-95e0-3e226585dec0>

Closing date for applications is 24th February, 2021

Applications should include:

1. A comprehensive CV giving details of relevant achievements and experience in previous positions as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this position, providing evidence of your ability to match the criteria outlined in the Candidate Requirements.