

Sales & CRM Manager:

Griffith College, Ireland's largest private third level college, seeks to recruit a motivated, dynamic sales & CRM manager for their national marketing and admissions team.

This role is a superb opportunity for someone with excellent sales experience looking for increased responsibility and the opportunity to lead a motivated team during a strong development and growth phase for the College.

Reporting to the head of marketing, the successful candidate will have responsibility for delivering on agreed team and individual targets, and will be required to make a strong contribution to the overall sales and marketing objectives of the College.

Duties:

- Supervising on a day-to-day basis the team of marketing and recruitment officers;
- Delivering on individual and team sales targets for the national marketing team;
- Championing the college's use of a CRM system;
- Responsible for business development and growing the college's network of corporate contacts to drive new opportunities for growth;
- Developing new partnerships with the FE sector to encourage student progression;
- Overseeing all sales reporting structures for the national marketing team in Dublin, Cork and Limerick;
- Day to day monitoring of individual team members' marketing and recruitment strategies;
- Leading on recruitment targets for a key postgraduate faculty;
- Specific project responsibilities;
- Any other reasonable duties assigned by your line manager.

Requirements:

- Previous proven sales management experience;
- Good knowledge of sales, marketing and communications;
- Previous experience of utilising CRM platforms;
- A third level qualification in a business or marketing related area is desirable;
- Good working knowledge of third level education is desirable;
- A good understanding of social media and digital marketing.

Hours of Work:

Full-time role, Monday to Friday 9am to 5.30pm.

This job description is not to be regarded as exclusive or exhaustive. Is it intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.