



In Consultative Status with the United Nations ECOSOC

Sales Director

Position Description

Position Summary: If you've ever wanted to use your professional sales management experience to make a positive difference for children in the world, this position may be for you. In this role, you will lead and motivate a professional sales staff responsible for recruiting individuals, couples, families, and corporate and academic groups to volunteer on international and USA service programs that support children and families in developing communities.

Organization Summary: Oprah Winfrey said Global Volunteers offers "*people an opportunity to make a difference in the lives of children around the globe*" and USA Today calls Global Volunteers the "*Granddaddy of the volunteer vacation movement.*"

Global Volunteers is a private, non-profit, non-sectarian, international organization in consultative status with the United Nations Economic and Social Council. With a worldwide staff of 90 and a \$4 million budget, Global Volunteers is proud to have celebrated 40 years of engaging short-term volunteers on micro-economic and human development programs in partnership with local communities. Serving at the invitation and under the direction of local leaders, volunteers focus on creating, nurturing, and sustaining the well-being of the world's children and their community so that they might realize the full promise of their human potential.

Global Volunteers strategy is a direct approach to wage peace and promote justice by encouraging and enabling people to work with and learn from local people in communities other than their own. This is a Win-Win-Win strategy. The children, families, and communities served benefit from the volunteers' experience, education, and financial contributions. Volunteers benefit from the added meaning to their lives, new friendships made, and genuinely experiencing another culture. The world benefits from more people waging peace, promoting justice, and escaping poverty.

In these pursuits, Global Volunteers has engaged more than 40,000 short-term volunteers in service to children and communities in 37 countries on six continents.

For more information, visit our website at globalvolunteers.org.

Qualifications: If you want to sell something more than widgets, are passionate about making the world a better place, especially for moms and children, and hold a bachelor's or higher university degree. If you enjoy pitching in as needed, promoting interdepartmental cooperation, are results-oriented and future-focused, and have strong verbal and written communication skills, which you have effectively utilized in your previous sales, sales management, and other work experience. If you possess a creative mind, a demonstrated ability to motivate and improve the output of a team of sales professionals, and a strong desire to succeed. Then you are an outstanding candidate for Global Volunteers Sales Director. Further, your international travel, study, and work experience are a plus, as is your required knowledge of Salesforce.

Responsibilities:

Manage the Volunteer Coordination and Strategic Partnerships (sales) Departments

- ❖ Develop a professional and effective sales team.

- ❖ Recruit and hire highly motivated and qualified salespeople (volunteer coordinators and account managers).
- ❖ Motivate the sales staff to do well by sharing with them stories about community individuals and families' involvement with Global Volunteers and the positive impact volunteers have on children and local communities.
- ❖ Formulate and apply effective sales training, policies, practices, and procedures.
- ❖ Utilize new and tested strategies to recruit volunteers, including AI.
- ❖ Solicit ideas from and listen to sales staff regarding department management issues.
- ❖ Manage the prospective volunteer database by ensuring the sales staff record all pertinent information received via email, mail, and telephone communications.
- ❖ Create tools to improve communications with prospective volunteers.
- ❖ Prepare for and conduct weekly recruiting meetings with sales and other interested staff.
- ❖ Set the example for staff in areas of personal character, commitment to the mission, selling skills, and product knowledge.
- ❖ Advocate for the department at management team meetings and with the CEO.
- ❖ Collaborate closely with the Marketing and International Operations departments.
- ❖ Adhere to all company values, policies, procedures, and business ethics, ensuring that they are communicated and implemented within the sales team.

Plan Strategically

- ❖ Design strategic plans to increase volunteer registrations, penetrate new markets, improve market share, and maximize recruiting effectiveness.
- ❖ Work with the CEO to integrate strategic plans into the corporation's and department's Objectives and Key Results (OKRs).
- ❖ Evaluate the effectiveness of the plans and adjust accordingly.

Train the Department Staff

- ❖ Learn about and absorb Global Volunteers worldwide service program product knowledge.
- ❖ Establish a training program that emphasizes embracing Global Volunteers Philosophy of Service, listening to prospective volunteer's needs and objections, accessing service program product knowledge, promoting the Global Volunteers Advantage, improving presentation strategies, exploiting the power of Salesforce, effectively utilizing marketing and sales tools, facilitating informed decision-making, applying the sales process, and recruiting first-time and alumni (repeat) volunteers.
- ❖ Use Salesforce as an analytical and sales tool and collaborate with the Business Operations and Marketing directors in analyzing marketing, sales, and financial data.
- ❖ Solicit the sales team for ideas to meet their training and personal development needs.
- ❖ Personally observe individual sales staff performance by listening to conversations with prospective volunteers and reviewing email communications to help improve their results.

- ❖ Conduct regular coaching and counseling sessions with the sales staff to enhance motivation, improve selling skills, and increase registrations.

Meet Recruiting Goals

- ❖ Establish realistic team and individual goals based upon historical data and sales staff input.
- ❖ At the beginning of each month, meet with each salesperson to establish tactics and strategies to realize his/her monthly sales goals.
- ❖ Encourage the sales staff to assist each other, collaborate as a team, and meet their collective monthly goals.
- ❖ Provide realistic monthly and quarterly forecasts for each country served based on historical data, market trends, competitors' activity, promotional strategies, and sales efforts.
- ❖ Review pertinent automated reports to maintain current marketing, recruiting, and international operations knowledge.
- ❖ Provide the CEO and management team regular reports pertaining to the sales teams' performance.

Conduct Strategic Analyses

- ❖ Utilizing Salesforce, analyze and produce monthly and quarterly reports about the efficacy of lead sources, marketing campaigns, sales strategies, and volunteers by gender, age, home location, inquiry to application time, application to service time, type of program, and country served.
- ❖ Perform regular market research and competitor analysis.
- ❖ Stay abreast of service programs that are nearly full and those that are in danger of being canceled on a routine basis.
- ❖ Analyze and report the status of each country's and US community's Salesforce Opportunities by stage.
- ❖ Analyze each salesperson's recruiting performance monthly, including volunteers recruited for each country/community, volunteers' demographics, sources of leads, inquiry to registration timeframe, registration to service timeframe, and volunteer's home state/country.

Manage Department Budget

- ❖ In collaboration with the Director of Business Operations, propose the department's annual budget.
- ❖ Control department expenses and implement economies.
- ❖ Propose the number of staff needed to meet corporate objectives.

Employment and Benefit Information: The Sales Director is a full-time exempt employee who works at the corporate headquarters in Little Canada, MN. Global Volunteers offers a complete compensation package including salary, generous paid time off, health insurance, dental insurance, free parking at the corporate office, ongoing training, opportunities for professional development, domestic and international service program travel, and optional pretax employee contribution to their retirement fund. One of Global Volunteers' core values is to promote from within. Further, we are a family-friendly company recognizing that family trumps everything. The salary range for this position is \$90,000 to \$100,000 per year based on years of related sales, management, corporate, and international experience.

Working Environment: Global Volunteers directors work in a fast-paced, dynamic environment and must be creative, flexible, efficient, and effective problem solvers. With staff located worldwide, excellent communication skills and a strong interest in and awareness of international events are essential to success. Self-starters with a roll-up-your-sleeves, get-the-job-done attitude are especially effective. We promote a cooperative, family-friendly, mission-driven environment that enables employees to utilize their skills and capabilities to expand their horizons and help the organization succeed.

Reports to: CEO

Deadline: Open until filled

HOW TO APPLY:

Please send your (a) cover letter and (b) resume to jjones@globalvolunteers.org .

The subject line should read: **Sales Director**.

Your cover letter must address each of the following in individual paragraphs:

1. Your motivation to help facilitate community development with a focus on mothers and children.
2. A detailed description of your sales, people management, and other work experience.
3. Your international travel experience.
4. Why you want to work for Global Volunteers.

Contact Name: Julie Jones
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Contact Email: jjones@globalvolunteers.org
Website URL: www.globalvolunteers.org
Organization: Global Volunteers
Employer Type: Nonprofit
Category: Sales/Marketing/Communications
industry: International
Job Title: Sales Director
Job Location: Twin Cities Metro
Salary: \$90,000 to \$100,000
Benefits: Health and dental Insurance, generous PTO, international travel
Type: Full Time
Works Hours: Flexible, M-F: 7 to 9 AM; 4 to 6 PM