

About Us:

Based in Houston, Texas, Accelerate Learning (ALI) is a national leader in STEM curriculum and teacher, campus, and district STEM certification. Available for grades PreK-12, our flagship program, STEMscopes, is in use by over 200,000 teachers across all 50 states. The company has earned recognition from numerous industry programs, such as District Administration's Top 100 Products and EdTech Digest's Cool Tool Awards.

Sales Campaign Manager:

This role's central responsibility is to support ALI's field and inside sales teams through product marketing, informing territory plans, and generating leads at a regional level. Understanding the educational landscape in terms of trends, common pain points, and competitor offerings in order to inform web strategy, collateral production, email campaigns, and similar marketing efforts are essential parts of this role.

This is an ideal position for someone who has both a passion for education and a firm grasp of marketing and sales in a fast-paced, relationship-central environment.

Responsibilities:

- Support sales team in creation of territory-specific plans, in collaboration with Product Marketing Manager and VP of Marketing, including planning email campaigns, lead generation, PR opportunities, supporting presentations, social media efforts, collateral creation, representation at trade shows, school interviews / testimonials, and use of product case studies.
- Interpret product branding to create new collateral material as needed.
- Interpret and use product messaging platforms to inform sales representative positioning, language, sales pitches, presentations, and other sales approaches.
- Create email campaigns, track performance, and support sales team's use of email data to close deals, and nurture leads and prospects.
- Create and distribute best practices for using marketing materials in a given region.
- Understand the competitive landscape, education trends, and pain points of a given territory from the sales, curriculum, and professional development perspectives.
- Stay informed on current events in education by reading and interacting with education publications, social media, and blogs.
- Create graphics, images, designs, and similar visual media to support collateral, web, social media, trade shows, online advertisements, email campaigns, and other communications.
- Evaluate the ROI of marketing efforts, such as determining email campaign effectiveness, and provide suggestions for improvement.
- Communicate with sales team representatives twice per month, at minimum, to keep apprised of current events, share marketing efforts, and identify cross-promotion opportunities.
- Create content offers, including infographics, white papers, and guides on a variety of PreK-12 education topics, for use in lead generation.

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- Seek out professional development opportunities to continually improve effectiveness in writing, marketing systems, the Adobe Suite, and related tools.

Requirements:

- Bachelor's degree (BS or BA), preferably in Marketing, Business, Communication, or Journalism; or 3-5 years related experience and/or training; or an equivalent combination of relevant education and experience.
- Strong written and oral communication skills.
- Strong data analysis skills.
- Creative, yet able to apply brand standards.
- Design experience with Adobe Suite (especially Illustrator and Photoshop).
 - Note: All candidates will be required to complete a design and messaging practical as part of the application process.
- Occasional travel to conference and trade shows.
- Must be able to lift objects of up to 50 lbs.

Preferred Skills:

- Experience using CRM tools and CMS.
- Understanding of PreK-12 education market, particularly the needs and decision-making behavior of teachers and administrators.
- Familiarity with STEM education models and pedagogy.
- Prior sales experience in education or related sector.
- Former PreK-12 educator (teacher, science coordinator, counselor, etc.).

To Apply:

Send your resume and cover letter to david@acceleratelearning.com to apply.