



Mid-Atlantic Outreach and Enrollment Manager Washington, DC

Summary

The Outreach and Enrollment Manager is responsible for managing customer relations from prospecting through contracting phases for school programs. The Outreach and Enrollment Manager collaborates with NatureBridge's Sales and Marketing Team to meet annual sales goals for the Mid-Atlantic Region and the collective sales goal for the entire organization. The Outreach and Enrollment Manager works closely with campus operations staff to ensure smooth program logistics and an excellent customer experience. This position reports to the National Director of Sales and Marketing, working closely with Mid-Atlantic Regional Director to develop local strategy.

About NatureBridge

Founded in 1971, NatureBridge provides environmental science programs for students in the world's best classrooms—our national parks. Our mission is to connect young people to the wonder and science of the natural world, igniting self-discovery and inspiring stewardship of our planet. As the largest residential education partner of the National Park Service, NatureBridge serves more than 35,000 students and their teachers each year and offers programs in six national parks: Yosemite National Park, Golden Gate National Recreation Area, Olympic National Park, Santa Monica Mountains National Recreation Area, Channel Islands National Park and Prince William Forest Park. In order to further our mission, NatureBridge is committed to supporting diversity, equity and inclusion and to promoting equal opportunity for students and staff in the field of environmental education. For more information, visit: naturebridge.org

PRIMARY DUTIES AND RESPONSIBILITIES

Sales Strategy and Relationship Management:

- Develop and expand a client base through responding to customer inquiries, cold calling, presentations, and tours.
- Sell NatureBridge programs through cultivation of regional and national customers, developing a pipeline of potential leads comprised of teachers, administrators and parents.
- Manage relationships with customers both new and returning from lead phase through contract collection.
- Generate proposals, negotiate contracts, and create invoices for customers.
- Represent region at networking events and exhibit at conferences and events.
- Support a culture of responsiveness and quality customer service.
- Commitment to equity and inclusiveness within your interactions and our community.
- Manage lead tracking and follow-up through the administration of the CRM application (salesforce.com).

- Manage collection of contracts and deposits in coordination with the accounting department.

Meet and exceed organizational sales revenue targets:

- Maximize capacity through the programming calendar to ensure optimal use of organizational resources, including facilities and staff.
- Recommend annual price adjustments and revenue targets to the National Director of Sales and Marketing.
- Develop program revenue projections as part of the budget process and generate monthly revenue reports, including actual sales and projected sales.
- Report regularly to Mid-Atlantic Regional Director on progress towards sales goals.
- Work strategically with the Mid-Atlantic Regional Director and the Mid-Atlantic leadership team to address any campus specific sales opportunities or challenges.
- Review direct margins of programs with Operations Director annually to ensure program offerings are financially sound.

Regional Collaboration:

- Collaborate with program managers to ensure consistent customer service and clear handoff of customer information after sale is complete.
- Develop and continually refine the value proposition for Mid-Atlantic region programs and be prepared to modify the message to reflect ongoing changes in the market.
- Lead engagement with parents, families, and community members; Deliver informational meetings with presentations, materials, and Q&A for new schools.
- Represent NatureBridge in Meaningful Watershed Educational Experience (MWEE) partnership in coordination with Operations Manager
- Support Operations Manager in preparing students for their field science experience with support from program staff.
- Support Operations Manager in the coordination of Prince William County Schools Teacher Night.

Work with the National Director of Sales and Marketing to inform marketing initiatives for all revenue generating programs:

- Track and report trends in sales which may inform marketing strategies.
- Maintain data integrity in Salesforce through accurate and consistent data entry.
- Identify opportunities for marketing support of sales efforts.

Perform other duties as assigned by supervisor.

EXPERIENCE, COMPETENCIES, AND EDUCATION

- Bachelor's degree or equivalent experience with at least four years of applicable industry experience.
- Well-organized, self-directed with knowledge in all areas of sales.
- Strong customer service orientation.
- Goal orientated, excels at relationship building, and enjoys networking
- Exceptional oral communication and presentation skills, with the ability to effectively communicate NatureBridge's vision and competitive advantage.

- Strategic planner with sound technical skills, analytical ability, good judgement, and strong sales focus.
- Thorough, decisive and detail oriented with proven success in meeting and exceeding sales goals.
- Ability to read, analyze and interpret complex legal and financial documents.
- Strong computer skills including Microsoft Office, Gmail applications, and Salesforce.com.
- Experience working with the organizational structure, decision making process for teachers, administrators and/or schools in the K-12 education system desired.
- Familiarity with the Washington DC and metro area desired.
- Ability to speak and/or read/write in a second language desired; Spanish-language ability preferred.
- Willingness to travel and work occasional evenings and weekends.
- A commitment to the NatureBridge mission.

SUPERVISORY RESPONSIBILITIES

None

BUDGET MANAGED

This role is responsible for generating \$500K in earned revenue.

WORKING CONDITIONS

This position works in both a traditional office setting and occasionally in the field (national park locations). This position involves regional travel. There is occasional evening and weekend work.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand or sit, use hands to handle or feel objects, tools or controls; reach with hands and arms; talk and hear. The employee must occasionally lift and/or move up to 15 pounds.

COMPENSATION

Competitive salary, depending on experience. Excellent benefits package including medical insurance, retirement plan, plus generous vacation package, holiday and sick leave plans.

APPLICATION PROCESS

NatureBridge is an equal opportunity employer. Recruiting and retaining a diverse workforce is a high priority. Interested individuals should submit a letter of interest and resume. To apply send a resume and cover letter to midatlanticsales@naturebridge.org. No calls, faxes, or printed materials please. No agencies please. Applications will be reviewed on a rolling basis. Position is open until filled. Looking for immediate hire, contingent on successful background check and fingerprinting.

