



Job Description - Gaia Education Financial and Business Developer

Gaia Education is a leading provider of sustainability education that promotes thriving communities within planetary boundaries. Drawing from the experience and expertise of a network of some of the most successful transition settings, ecovillages, and community projects across Earth, Gaia Education works in 54 countries with over 110 partners, including intergovernmental agencies, academic institutions, ethical businesses and the United Nations, in the creation of educational programmes for the implementation of major international sustainability conventions. GE is an influential and ambitious organisation looking to consolidate and grow, and it is therefore creating a number of new permanent and full-time posts.

This is a strategic New Business Developer role that aims to meet or exceed growth targets for both e-learning and face-to-face GE courses. The primary responsibility of the Financial and Business Developer (BD) is to plan, meet or exceed revenue and net income growth targets for GE. The BD will be responsible to develop the GE growth plan for the next 3 years and execute it in collaboration with the CEO and the marketing, customer care, IT, and academic team members. The BD is responsible to identify and evaluate potential services, courses, and partnerships that add value to clients/students and to GE as an organisation. In addition, the BD will also have the responsibility to enable GE to become a financially sustainable social business.

Responsibilities

- Growth Strategy Development: Lead the development and execution of a comprehensive growth plan for Gaia Education in collaboration with the whole team;
- Management: Provide managerial support and a transparent and effective system of internal team management to ensure targets are being met by staff;
- Financial matters: Support the CEO on all financial matters and on annual budgetary process and control. Assist the fundraiser as and when required. Liaising with CEO on all grant-related financial matters;
- Partnerships: Segmentation, identification, establishment and management of partnerships to improve and enhance the current platform technology, consumer market, content, and methodology. Develop and execute customized client relationship and project capture plans when identified as for GE purposes and business. Build the organizational network through targeted outreach and strong project planning. Liaise with partners to solve issues, communicate needs and create synergy;
- Market Intelligence: Collaborate with the marketing and customer care coordinators to share market intelligence that contribute to growth. Collaboration includes participating in scheduled growth meetings and planning sessions. It also includes in establishing the organisation's Client Relationship Management (CRM) system to document relationship management and project pursuit activities;
- Analysis and Monitoring: Monitor and assess net revenue trends, growth performance indices, competitors' activity, and industry trends;
- Marketing: Collaborate with marketing coordinator and head of Branding in the development of the marketing material, presentations, website enhancements,

marketing campaigns, trade show booth development and support, and other marketing interventions required to execute the growth plan. Improve awareness of GE and widen its influence;

- Customer Care: Participate in securing and monitoring students and partners feedback. Collaborate with our customer care coordinator to understand client success factors and expectations and how to incorporate them in the GE growth plan;
- Organisation Involvement: Represent GE with organisations that complement the growth plan;
- International Development projects: Assist with the monitoring and evaluation of international development projects by keeping a record of participants reached and inputting into reports to funding;
- Other duties as deemed necessary.

Requirements

Education and experience

- A Master's degree in related field or equivalent experience
- 5+ years' experience successfully developing, managing and executing business plans with at least 3 years serving the education sector;
- Experience of selling into B2B market, ideally with some education, e-learning and/or non-profit/collegiate market background;
- Proven experience providing counsel to senior management;
- CRM experience ideal but not essential – Sales Force is a plus.

Skills

- "Self-Starter" attitude with pro-active approach to making things happen;
- Strong written skills, ideally with experience of managing/writing bids;
- Ability to communicate effectively orally in group or individual settings;
- Ability to work effectively in a team environment - sometimes serving as a group leader and other times serving as a team member;
- Ability to grasp the non-profit culture and use this to nurture prospective customer relationships;
- Embrace and display to customers our client's culture and values; compassion, anticipation and clarity;
- Articulate the value proposition through one on one review meetings and presentations to multiple people, including executive level stakeholders;
- Be a good networker capable of building strong relationships with prospective customers and industry/market partners;
- Sound commercial knowledge & sense – i.e. be capable of identifying a good opportunity versus a bad one;
- Good financial knowledge and grasp of numbers;
- Work towards making quarterly and annual targets;
- Be adaptable and comfortable working in a growing and changing company;
- High level of computer literacy, including Power Point, Word & Excel.;
- Confident in reporting and presenting individual performance and sales pipeline to peers and senior management;
- Retain market and competitor information.

Personal Profile

- Positive approach to work with a self-resolution oriented attitude;
- Professional;
- Highly adaptable, able to work on multiple projects at once;
- Exceptional level of grammatical English and strong communication skills;
- Ability to work to tight deadlines while maintaining high standards of communication;
- Good verbal skills, clear and professional telephone skills;
- Flexible approach to work and learning;
- Proactive thinker; constantly strive to improve proposition and sales approach;
- Comfortable working remotely in the territory.

This is a full-time position based in Edinburgh.

If you are interested in being involved in an organisation on the leading edge of education for sustainable development and the role of Financial and Business Developer excites you, please send a cover letter and Curriculum Vitae to info@gaiiaeducation.org by 23 May 2019. Please make sure to indicate your current notice period and two references.

Starting Salary: £30,000 per annum. Indicative starting date: 1 June 2019