

SALES AND MARKETING COORDINATOR, COMPLEXITY UNIVERSITY – INDIA

We are a radical, ambitious and fast-growing start-up seeking a Sales and Marketing Coordinator based in India.

LOCATION: India, WFH, travel required

REMUNERATION: USD \$400 (INR 31K) per month + internet reimbursement

TIME COMMITMENT: Full Time

Our mission is to tackle ten global challenges in ten years, starting with climate change.

We will achieve this through financing and training thousands of teams across the world. Our teams will be drawn from multiple sectors, including communities most impacted by these challenges.

They deliver meaningful results at both a scale and a pace reflecting the reality of a world where every month now counts.

IO-in-IO is a new type of organisation. We are not daunted by complexity, we are at home in complex situations, seeing them as opportunities for changing systems no longer fit for purpose.

Through our education arm, Complexity University, we train teams and individuals around the world to effectively tackle complex social, environmental and political challenges.

We have over 20 years of experience tackling complex challenges such as climate change, racism, youth unemployment, etc. That's why we believe that the best way to learn and tackle challenges is through practice, not through listening from a comfortable chair and taking notes.

We are headquartered in India and the U.K.

WHO WE ARE

IO-in-IO is a joint-venture between Social Laboratories Ltd. a Limited Company based in the UK (reg 09298370); Shikshantar, which is registered as a 80G tax-exempt non-profit trust in India; and the Swaraj Foundation which is a 501c3 registered trust in the USA.

We are looking for a highly organised Sales and Marketing Coordinator to join our global team.

THE ROLE

Reporting to the Head of Programmes at Complexity University, you will be responsible for supporting with all sales and marketing activities relating to programmes and courses.

As a growing start-up we require someone with the flexibility, initiative and passion to continue developing our administrative systems and processes, while also ensuring optimal standards of delivery and communications for our programme of courses.

Assist in the development and implementation of sales and marketing activities Complexity University programmes and courses, which includes:

RESPONSIBILITIES

DAY TO DAY ACCOUNTABILITIES AND TASKS

RECRUITMENT OF PARTICIPANTS FOR PROGRAMMES AND COURSES

- Run the full sales cycle from prospecting to closing, from lead generation to programme registration
- Prepare and run email and outreach campaigns
- Communicate with potential customers and coordinate sales meetings
- Manage a pipeline for interested participants and engage them through to point of sale

MARKETING ACTIVITIES

- Support in preparing marketing materials and newsletter
- Support in managing social media accounts and website updates
- Support in managing adverts
- Organise promotional and partner events

SALES & MARKETING ADMINISTRATION

- Keep track of all sales activities and communication in the CRM
- Prepare sales and marketing reports and metrics for measuring success
- Review scholarship applications and manage scholarship process
- Create and maintain course registration forms for the website
- Facilitate alternative payments by invoice and manage payment forms on website

We are not a traditional organisation. We are interested in your capacity to perform and your experience. We are not really interested in paper credentials.

You will:

- Be highly organised, flexible, responsive and detail-oriented
- Be able to multitask and prioritise your workload independently
- Be a team-player and able to operate in a highly collaborative and cross-cultural environment.
- Have fluency with operating online
- Have exceptional customer service skills
- Have excellent written and verbal communications skills (in English and Hindi)
- Have some experience in using CRM, CMS, online community and project management tools
- Have experience in managing social media accounts (Facebook, Instagram, LinkedIn, Twitter). Ideally, have some experience with Facebook adverts
- Have 3+ years of relevant experience in sales and marketing (B2B/ B2C, preferably in e-learning, edtech, education domain). We will consider someone with less experience if you are very good at what you do
- Have at least some understanding of and interest in systems change

REQUIREMENTS

CAPACITIES AND SKILLS NEEDED
TO FULFILL THIS ROLE

This is an exciting opportunity to join an energetic team with huge ambitions. We are, however, careful to ensure that our ambitions are grounded in operational realities.

WILL YOU JOIN US?

We are looking for someone to join us and grow with us. We are prepared to provide you with appropriate support, be that coaching from the core team through to building your technical skills.

The key to all this will be your innate capacities to be highly organised and detail-oriented. If you are not these things then this is really not the role for you.

For more information please visit the following websites:

10-IN-10 TEAM [↗](#)

COMPLEXITY UNIVERSITY [↗](#)

THE GIGATONNE CHALLENGE [↗](#)