

Global University Systems (GUS) is an international network of higher-education institutions, brought together by a shared passion for accessible, industry-relevant qualifications. GUS delivers a wide variety of programmes, including bachelor's degree programmes, master's degree programmes, professional training, English Language training, and corporate & executive education. When someone chooses to study at one of our institutions— whether on campus in Europe, North America or even in their own home – they're joining a network of 75,000 students worldwide. We are based in some of the world's biggest cities, with campuses in London, Birmingham and Manchester, across the Atlantic in Toronto, Chicago and Vancouver; and across the globe in Singapore, Germany and Israel.

In Germany, Global University Systems includes the University of Applied Sciences Europe and the Academy of Design (HTK). Our universities are characterized by their particular practical relevance, internationality, modern teaching content and personal interaction with students. Every day, our employees contribute with innovative ideas to bring us closer to our set goals - quality, service, internationality and growth. Our degree programs are the result of direct contact between our professors and staff and our students as well as the demand of potential employers.

For our location based in Iserlohn (NRW), Berlin or Hamburg we are looking for a

Head of Sales DACH (m/f/d)

You are an experienced sales expert (m/f/d) from the education sector or have already assumed a senior leadership role in a comparable matrix organisation. You feel responsible for the results of the company and see yourself as an active partner who plays a decisive role in shaping the strategic direction of the company. As the Head of Sales (DACH) you will have a critical role in the development and execution of the University's student recruitment strategy, taking overall accountability for the growth of student numbers at our University's three campuses in Germany (Berlin, Hamburg and Iserlohn). You will be responsible for developing and managing the overarching sales strategies in Germany.

You will analyse and optimise existing structures and develop business management (KPI-based) control instruments and support the headquarters in the UK in opening further locations as well as supporting other institutions within the GUS Global Group. You will work regularly with the Sales team in London and with academic and administrative managers within the universities, ensuring accurate and standardised reports on a regular basis. It will be expected to have experience in Lead generation size to support the universities growth and development ambitions. As such, you will work with the Senior Leadership Team in the UK and Germany and will regularly report on the performance of the Sales Teams, against agreed upon targets and metrics.

Key Requirements

- Management of the university's student recruitment function
- Developing and implementing integrated sales plans that ensure delivery within the agreed time and budget and contribute to the achievement of the University's objectives and strategic objections.
- Development, implementation and management of the annual budget with a focus on growth
- Creation, implementation and monitoring of sales campaigns
- Reporting on KPIs and identification of growth opportunities in the market
- Analysis of reports after the campaign (i.e. PPC report, keywords performance report, GA report, CRM report) and implementation of recommendations
- Evaluate target groups and respond to their needs
- Close cooperation with colleagues within the university

- Direct reporting to management in Germany and the parent company in London, setting KPIs and performance targets for the sales departments
- Meet with key strategic partners and industry influencers, build and maintain relationships and a consistent corporate image
- Continuously review and monitor the performance of sales teams against agreed KPIs and performance measurements through regular KPI reports
- Manage and lead the university's sales teams, act as a role model and motivate them to achieve their team and personal goals
- Training and performance evaluation for the development of the teams
- Ensure that the teams are supported with appropriate infrastructure and systems

Skills and Expertise

- Appropriate sales management experience for this position - appropriate professional experience as Head of Sales for this position is required
- Comprehensive knowledge and understanding of the German university landscape is preferred
- Experience in managing multi-million dollar budgets in a KPI-centric environment
- Experience in dealing with internal and external stakeholders at all levels
- Excellent oral and written communication skills in German and English
- Willingness to travel (Germany, Europe)
- Excellent communication and social skills, negotiation skills and influence
- Effective problem solving skills
- Proactive, self-motivating and performance-oriented with a can-do attitude

We offer you

- A permanent employment contract (full-time, 40 h/week)
- Flexible working hours in the trust-based flexitime model
- Play a major role in a dynamic, collaborative and international environment
- Varied tasks in a great team atmosphere
- Numerous site-related campus events from the worlds of art, culture, business and science

Feel free to contact:

Interested? Then we look forward to receiving your application documents stating your desired income and possible starting date. **Please submit your documents in English, thank you.**

Your application will reach us by the fastest route via email Karriere@gusgermany.de

Your contact for questions:

samira.funke@gusgermany.de - Human Resources Department - 02371 776-587