



## Sales Enablement Manager

Are you a natural communicator? Are you an experienced marketer who loves to collaborate with the sales team? Do you believe in purpose-driven sales? If so, New Meridian Corporation, a nonprofit organization seeking to disrupt assessment as we know it by focusing on what is important—student learning through high quality assessments—while reducing costs and time of implementation, is looking for a creative and energetic sales enablement manager. This position, reporting to the vice president of marketing will support New Meridian’s marketing strategies by creating and integrating content, training, and coaching materials for the sales team. This position will also own the customer’s buyers’ journey and competitive intelligence.

### OUR IDEAL CANDIDATE:

The ideal candidate is an excellent listener and communicator. You are obsessed with the customer and their experience with our organization. You are intellectually curious and enthusiastic and always go the extra mile to ensure customers are satisfied with our services. You are flexible, and able to solve problems. You understand the sales process and are a motivating force. You are organized and a data-driven thinker. You are an integrator who loves to collaborate with other teams and personalities. You are an influencer and have an eye for details. You believe all students deserve to reach their full potential and that our solutions can help with this goal.

In addition, our ideal candidate has the following traits:

- An ability to get things done: You are results-driven, resourceful, action oriented, and persistent. You consistently look ahead and anticipate needs before they arise. You are capable of being strategic and willing to be tactical. You are quick.
- Creative mindset: You can quickly adapt and develop creative solutions to challenges. You deeply understand organizational strategies and can synthesize information to recommend a plan of action. You are curious.
- Emotional intelligence: You are highly self-aware and perceptive to the dynamics of key relationships. You are positive, empathetic, flexible, and curious. You naturally gain the respect of your colleagues through your authenticity, warmth, and competence. You are humble.

- Trustworthy: You are highly ethical, principled, and mission driven. You operate with discretion and integrity and garner the trust of others. You are kind.

### EXPECTED DUTIES AND RESPONSIBILITIES

Under the direction and leadership of the vice president of marketing, the sales enablement manager provides expertise and execution in the following areas:

- Work with product marketing specialist and communications manager to create and deploy appropriate training, messaging, and tools to support sales
- Able to both succinctly represent complex matters to non-specialists, and to sufficiently represent depth of knowledge to experts in the field
- Work to create a visual and narrative identity for New Meridian that is cohesive, consistent, and compelling
- Keep sales presentations and materials up to date
- Support product launches by working with product management and sales teams in messaging, positioning, and product training
- Own the tracking and analysis of buyers' cycle for every customer to sufficiently ensure customer satisfaction for individual clients in various stages of interest or involvement
- Analyze and present current competitors' information in a format that enables decision-making
- Manage various sales enablement projects and coordinates activities

### REQUIREMENTS AND EXPERIENCE

- Bachelor's degree
- Minimum 3 years of experience in sales, sales enablement, sales training or related function
- Extensive knowledge of sales management best practices, including pipeline management and consultative sales strategies
- High adaptability and flexibility, including the ability to manage deadline pressures, ambiguity, and change
- Expert ability to consult or provide guidance on complex matters to non-specialists
- Highly developed training, presentation and written communications skills
- Experience in the education field preferred
- Sense of humor
- Preferred location for this position is Austin, Texas. Telecommuting may be considered for candidates with proven experience working remotely.

- Travel to meetings and conferences as needed (less than 25%)

#### WHO WE ARE:

- New Meridian is an assessment design and development partner that helps states prepare today's students for the challenges of tomorrow. We do that by providing technical expertise and the highest quality, research-validated test content that is uniquely focused on critical thinking, reasoning, and communication skills — the capabilities students will need to thrive in the future.
- New Meridian is a 501(c)(3) nonprofit organization located in Austin, Texas. While only three years old, we have multiyear contracts with 10 states and agencies. With our clients, we are pioneering a new way for states to co-develop and share assessment content that results in states developing higher quality assessments more cost effectively for a wider range of students.
- We are financed primarily through program and licensing revenues, with additional targeted support from philanthropic organizations committed to deeper learning and high-quality assessments.

New Meridian Corporation is an equal opportunity employer and encourages individuals of all backgrounds and identities to apply. We are excited to receive applications from persons in occupations or positions where they are under-represented, particularly from individuals connected to underserved communities. We feel we are strengthened by diverse perspectives.