Robertson Center for Intercultural Leadership

*This is a Contract Position*

International House
International House is a non-profit, self-supporting residential and community-oriented program center affiliated with the University of California Berkeley and located at the southeast corner of the campus next door to California Memorial Stadium. Each year more than 1,100 students reside in I-House and thousands more come to participate in events at its Chevron Auditorium. Its mission is to foster intercultural respect and understanding among people throughout the world across cultural, economic, and ethnic lines. I-House provides its residents and scholars from the United States and around the world with an opportunity to live and learn together. I-House’s rich array of programs benefits not only its resident body, but also the UCB campus and the broader Bay Area community.

Robertson Center for Intercultural Leadership
The Robertson Center for Intercultural Leadership (CIL) is a center of excellence for training and research to advance leadership, understanding and collaboration across cultures. CIL offers programs and trainings for International House, the UC Berkeley campus, the corporate world, and not-for-profit organizations.

Responsibilities
CIL was launched in 2014 with the goal of becoming a financially-sustainable initiative on a long-term basis. An important part of creating financial sustainability is generating revenue by advancing and marketing CIL’s consulting, coaching and training services to both campus-related and external audiences and organizations (corporations and non-profit).

We are in search of a unique candidate to join our dynamic CIL team. This position reports to the Director of CIL. The successful candidate will have a proven track record of promoting and selling intercultural (or similar) consulting, coaching and training services to external organizations. Candidates should have a thorough understanding of business realities across industries and sectors, and be able to see and articulate opportunities for intercultural services inside of these needs. The successful candidate will also be alert for opportunities to market, sell and deliver intercultural services not only as defined by geography, but also as defined according to any number of layers of culture: function, industry, generation, organizational culture, etc.

The ideal candidate will also have a thorough grounding in intercultural theory and experience delivering intercultural services.

Specific core duties include:

Sales Pipeline Development
• Researches likely client prospects
• Schedules calls and in-person meetings with potential clients
• Establishes relationships with potential buyers in client organizations and schedules / carries out meetings
• Makes recommendations to CIL director (and to other staff as appropriate) as to which sales leads are most worthy of pursuit
• Attends professional industry conferences to learn about and keep abreast of the intercultural needs of potential clients and to network with colleagues and potential clients
• Proactively and creatively proposes and develops strategic partnerships with other stakeholders or organizations
• Supports CIL director (and other staff as appropriate) in closing sales and in delivering services
Sales Cycle Execution and Completion
- Creates and implements a system for qualifying prospects
- Takes the lead in creating sales presentations to prospects
- Computes and presents sales analytics such as projected revenue based on probability of sale closure, potential revenue over various time periods, percent of overall revenue generated by each client, etc.
- Generates and tracks invoices, ensuring timely payment
- Devises strategies for generating repeat business and referrals
- Gathers positive feedback, such as testimonials, and feeds them into the CIL marketing process
- In consultation with the CIL team, develops and implements program evaluation systems to continually improve the quality of services offered to external clients
- **Works with the CIL team to meet ambitious annual revenue targets**

Program Development and Marketing
- Researches and presents findings on other organizations providing services similar to CIL’s, and strategizes ways of differentiating CIL in the marketplace
- Helps establish best practices for packaging CIL services into sellable units, including pricing
- Suggests new ideas for expanding and/or refining CIL’s external offerings
- Actively participates in long-range strategic planning for I-House intercultural education and training programs
- In conjunction with CIL staff and the I-House Communications team, helps to create marketing materials for CIL in print and electronically
- Strategizes with CIL staff and Communications team to create and deliver consistent and effective messaging to constituents
- Stays up-to-date on current methodologies, theories, tools, and research in the intercultural education field.

Requirements and Qualifications
- Bachelor’s degree in related area and/or equivalent experience and training.
- Minimum 5–7 years of progressive experience in sales management
- Clear and precise English speaking and writing proficiency required
- Ability to understand and serve a highly diverse resident and client population
- List of three references required at the time of application

Preferred Qualifications
- Master’s degree in Intercultural Communications or related field and/or MBA from accredited university
- 1-2 years experience working overseas
- Significant experience (three to five years) in intercultural consulting, coaching and training
- Ability to speak, read and write at least one language other than English

Salary
Hiring Range: $X minimum – $Y midpoint monthly

Other Requirement
Criminal Background Check Required

Equal Employment Opportunity
The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity,
national origin, disability, or protected veteran status. For more information about your rights as an applicant see: http://www.eeoc.gov/employers/upload/poster_screen_reader_optimized.pdf
For the complete University of California nondiscrimination and affirmative action policy see: http://policy.ucop.edu/doc/4000376/NondiscrimAffirmAct