

Job Title: Global Sales Manager (Remote)**Department:** Marketing & Sales**Reports to:** Chief Marketing & Sales Officer**Location:** Online/Remote**Job Type:** Full Time**Closing date: 30 October 2025**

Position Overview

The Sales Manager will lead and manage the sales team responsible for converting student leads into enrollments for the University's degree, diploma, and certificate programs. The role requires a combination of sales leadership, data-driven management, and student-centered engagement to ensure enrollment targets are achieved in line with the University's mission and values.

Key Responsibilities**Team Leadership & Management**

- Lead, motivate, and supervise the sales team to achieve semester-wise student enrollment targets.
- Manage remote sales callers across multiple time zones using digital collaboration tools. Ensure daily virtual check-ins and weekly performance reviews via video conferencing.
- Allocate leads effectively among team members and monitor call activity, follow-ups, and conversions.
- Conduct regular performance reviews, coaching, and training sessions to enhance productivity and quality of student engagement.

Sales & Conversion Management

- Develop and implement sales scripts, objection-handling guides, and best practices to maximize lead-to-enrollment conversion.
- Track performance metrics including number of calls, talk time, follow-ups, appointments, and conversion rates.
- Ensure all sign-ups and inquiries are contacted promptly and followed through until closure.
- Maintain a zero-lead-neglect policy — no inquiry should remain unattended.

Operational Excellence

- Oversee CRM usage by the sales team, ensuring accurate lead tagging, timely updates, and comprehensive reporting.

- Collaborate with Marketing to provide feedback on lead quality, campaign effectiveness, and required adjustments.
- Coordinate with Admissions and Student Affairs to ensure a smooth resolution of queries of the leads

Reporting & Strategy

- Prepare monthly and semester-wise reports on sales performance, highlighting progress, challenges, and recommendations.
 - Utilize CRM analytics and reporting dashboards to monitor team performance and generate actionable insights for weekly leadership reviews
 - Identify process gaps and propose strategies to improve efficiency and outcomes.
 - Support strategic initiatives such as special campaigns, awareness drives, and regional enrollment pushes.
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Qualifications & Experience

- Bachelor's degree in Business, Marketing, Education, or related field (Master's preferred).
 - Minimum 5 years of experience in sales or student recruitment, with at least 3 years in a supervisory/managerial role.
 - Proven track record of achieving sales/enrollment targets.
 - Strong virtual leadership and team-building skills. Ability to foster engagement and accountability in remote environments
 - Strong performance management skills.
 - Excellent communication, negotiation, and interpersonal skills.
 - Proficiency in CRM systems and data-driven sales management will be a plus.
 - Experience in the higher education sector (preferred).
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Core Competencies

- Results-oriented mindset with focus on targets.
- Student-centric approach with empathy and professionalism.
- Analytical and data-driven decision-making.
- Ability to handle pressure and manage high-volume campaigns.
- Strong teamwork and cross-departmental collaboration skills.