

529 College Savings Senior Sales Director

Company Description:

CollegelInvest is a trusted resource providing financial education, scholarships and 529 college savings plans. Our sole purpose is to help Colorado families break down the financial barriers to higher education.

Job Description:

CollegelInvest is seeking an energetic, determined and outcome-focused Senior Sales Director with a passion for higher education. The Senior Sales Director will be responsible for increasing CollegelInvest 529 college savings plans' new accounts and contributions within the financial advisor, tax advisor, and employer channels. The position is responsible for developing new business and providing outstanding relationship management through a non-commission, consultative sales approach. The position also serves as the Marketing Departments chief compliance officer.

The Senior Sales Director is expected to prospect and make cold-calls in addition to cultivating and managing established financial advisor channel relationships throughout the state. This position also supervises three employees responsible for the tax advisor and employer channels. This is a highly collaborative role that requires strong interpersonal skills with the ability to provide effective product expertise and financial education resources when meeting individually and in group presentations.

The ideal candidate is well respected in the higher education, financial or investment industries and highly accomplished in the area of servicing clients and developing meaningful relationships. This position is part of the marketing department and reports to the Chief Marketing Officer.

Job Responsibilities:

- * Manage a highly effective and collaborative sales team of 3 people
- * Manage all aspects of building and maintaining a sales pipeline
- * Tracking ROI
- * Creating and executing campaigns targeting prospects
- * Effective development of collateral and communication materials
- * Prospecting and relationship management
- * Develop and deliver effective presentations
- * Establish self as trusted expert in 529 college savings plans
- * Budget development and management
- * Coordinate activities with CollegelInvest partners
- * Review and monitor all marketing material compliance

Job Qualifications:

- * Strong prospecting skills
- * Must demonstrate a knowledge and passion for CollegelInvest's mission
- * Ability to work collaboratively with others
- * Exceptional communication, presentation and organization skills
- * Ability to build and maintain strong trustworthy relationships
- * Capacity to work in a fast-paced, often changing environment
- * Ability to persuade, manage their time, prioritize effectively and be goal oriented
- * Creative thinker with a solution-oriented approach
- * Strong knowledge of MSRB and general knowledge FINRA

Requirements

- * Bachelor's Degree or higher
- * Series 7 license
- * 7+ years of experience in proven relationship selling success
- * Management experience
- * Proficient in Microsoft Office
- * Experience with CRM software – ACT preferred
- * Comfortable using and learning new technologies
- * Positive attitude
- * Ability to work as a team player a must
- * Ability to work in a professional environment with a flexible schedule
- * A valid Colorado driver's license and dependable vehicle is required

No phone calls please. Only qualified candidates will be contacted for an interview.

Application: Submit cover letter with salary requirements and resume to jobs@collegeinvest.org. Please put "Advisor Relations Manager" in subject line. You may also send your application materials to CollegenInvest, Human Resources, 1560 Broadway, Suite 1700, Denver, CO 80202.

CollegenInvest is a division of the Colorado Department of Higher Education, dedicated to helping Colorado families break down the financial barrier to college. We do this through simple planning tools, education, 529 college savings plans, scholarships, and student loans.

The Colorado Department of Higher Education is an Equal Opportunity employer. In compliance with federal and state anti-discrimination laws, the Department does not discriminate in matters of employment based on disability, race, creed, color, sex, sexual orientation, transgender status, religion, age, national origin, or ancestry