

## **JOB DESCRIPTION**



**JOB TITLE:** Sales and Marketing Coordinator

**EMPLOYER:** National Honorary Beta Club

**DEPARTMENT:** Marketing

**REPORTS TO:** Director of Marketing

**EFFECTIVE DATE:** 7/1/2025

**SUMMARY:** This position is responsible for selling National Beta to prospective schools by communicating the benefits of membership and student offerings. Provides detailed information on various programs offered with National Beta membership and orients the school to the organization.

### **DUTIES AND RESPONSIBILITIES:**

- Strategically identifies leads, including school administrators and teachers, for cold calling and prospecting plans. Culls and refines data to research and identify prospects and decision-making contacts; develops calling plans to increase the number of clubs and student membership to achieve assigned and budgeted revenue goals.
- Make outbound and inbound solicitation efforts.
- Limited travel is required to attend prospecting meetings, marketing exhibits, leadership summits, and/or state and national conventions.
- Prospects, qualifies and generates new club charters directly with these contacts.
- Informs and promotes by cross-selling additional opportunities of Beta Club events, products and services; closes sales through phone calls, visits and/or written correspondence.
- Responds to all web and telephone inquiries regarding new club charters. Develops contacts relating to schools and follows up to provide information and guidance as needed.
- Sends introductory, marketing and follow-up communications to introduce National Beta and establish contact with decision-makers. Coordinates with other departments to ensure delivery of all club materials upon charter.
- Daily records all contacts and prospecting activities in a database and includes all pertinent information such as complete school name, address, principal name, contact name and form of contact (email, mail, telephone, visit, etc.).
- Regularly updates and maintains current records of activities and interest level of prospects.
- Attends and participates in leadership summits, state and/or national conventions as assigned; attends regular department and staff meetings.
- Keeps informed of Beta Club events, activities, member benefits, programs and other general information of interest to Beta Club sponsors and members.
- Performs other job-related duties and special projects as assigned.

### **SUPERVISORY RESPONSIBILITIES:**

- This position has no direct supervisory responsibilities but does serve as a coach and mentor for others.

## QUALIFICATIONS:

- Bachelor's degree or equivalent.
- Three or more years of related experience with knowledge of the education market preferred.
- Working knowledge of National Beta Club preferred.
- Experience with CRM software solutions/databases.
- Previous inside sales experience preferred.
- Ability to prospect/cold-call to establish new clubs.
- Detail and results oriented.
- Computer skills required: proficient in Microsoft Office products including Outlook, Excel, and Word.
- This is not a remote position.

## COMPETENCIES:

- **Diversity** - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Adaptability** - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Analytical** - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.
- **Attendance/Punctuality** - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
- **Business Acumen** - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- **Customer Service** - Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- **Dependability** - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals; Completes tasks on time or notifies appropriate person with an alternate plan.
- **Motivation** - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.
- **Initiative** - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.
- **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
- **Safety and Security** - Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

## **PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

- Occasionally required to stand.
- Occasionally required to walk.
- Frequently required to sit.
- Continually required to utilize hand and finger dexterity.
- Continually required to talk or hear.
- While performing the duties of this job, the noise level in the work environment is usually moderate.
- The employee must occasionally lift and/or move up to 20 pounds.
- Specific vision abilities required by this job include: close vision; distance vision, color vision; peripheral vision; depth perception, and ability to adjust focus.
- Occasionally required to operate a vehicle.
- This role routinely uses standard office equipment such as personal computers, phones, and photocopiers. Requires daily use of CRM system.

---

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

\*\*\*\*\*

## **Questions and How to Apply:**

Please submit cover letter, resume, and questions to [jobs@betaclub.org](mailto:jobs@betaclub.org).