



Sales Representative, Education (remote possible)

Wiki Education envisions a world in which students, scholars, scientists, archivists, librarians, and other members of academic and cultural institutions share their knowledge with the general public through Wikipedia, Wikidata, and other open collaboration projects on the web.

We are looking for an energetic and results-driven Sales Representative, Education, who will grow our Scholars & Scientists Program by selling online courses to educational and cultural institutions as well as to individuals.

BACKGROUND

In 2018, Wiki Education started building an earned-income revenue stream through its Scholars & Scientists Program. The idea behind the program is simple: subject-matter experts take six week long courses that teach them how to contribute to Wikipedia, or to Wikidata, the open knowledge database that powers virtual assistants like Alexa and Siri. Courses are being held virtually, through Zoom, and have approximately 15 participants. The content produced by course participants provides millions of Wikipedia and Wikidata users around the world with accurate and trustworthy information.

We're currently offering most of our courses to academic and cultural institutions that are eager to engage their members in programs that provide the general public with a better understanding of their field of knowledge. We sell a smaller percentage of our course seats to individual payers who usually cover the costs through their employer's professional development budget.

Between July 2019 and June 2020, Wiki Education created \$195,000 in earned income, which is a 56% increase compared to the year before. While other nonprofits struggle with developing a meaningful second revenue stream, Wiki Education has successfully demonstrated that its fee-for-service model works. We're now ready to take this part of our work to the next level by scaling it up significantly.

JOB DESCRIPTION

As Sales Representative, Education, you'll play a key role in our effort to scale up our Scholars & Scientists Program. You'll sell Wikipedia and Wikidata courses to universities, academic associations, cultural institutions, corporate sponsors, and individuals by identifying leads, performing online sales activities, and by educating prospects about why they should engage in our programs. You'll project revenue on an ongoing basis and ensure that sales goals get met or exceeded. In all of that, you work closely with your colleagues and upper management. You'll report directly to our Executive Director.

JOB DUTIES

- Perform basic market analysis in order to identify potential institutional and individual customers for our Scholars & Scientists Program.
- Contact decision-makers at educational institutions like universities and academic associations and generate interest for Wiki Education's services; ensure that a sufficient number of prospects agree to follow-up phone or video calls.
- Perform online sales activities: target potential individual customers by running email campaigns, use our social media channels to generate interest in our products, and run A/B tests to continually increase our effectiveness in messaging.
- While engaging with potential customers, explain the product and its background, and make a compelling case for how participants in our Scholars & Scientists Program benefit from taking one of our courses.
- Project revenue on an ongoing basis and ensure that sales goals get met or exceeded.
- Evaluate which sales strategies work and which don't and deliver that feedback to team members and team lead.
- Provide feedback to Wiki Education's Programs team and upper management on customer interests and on which course offerings sell better than others.
- Other duties as required.

REQUIRED SKILLS

- Active listening: you build quality relationships by developing a deep understanding of other people's needs and priorities; your emotional intelligence makes you hear what others are really saying; active listening helps you connect the dots and understand how our services might serve the customer's mission

- Persuasion: you can present effective arguments and prompt others to act; you're an engaging storyteller who captivates people's imagination; you are authentic in your beliefs in free knowledge and Wiki Education's services
- Communication: you're excellent at written communication as well as at giving presentations; you make complex ideas easy to understand for everyone; you strive for clarity and concision in both verbal and written communication
- Rapport-building: you are empathetic and can easily find common ground when interacting with others; building new relationships with strangers energizes you; people remember their interaction with you as pleasant
- Persistence: you'll be able to be persistent without being annoying; you'll keep a positive attitude, and continue forward, while remembering that prospecting is a numbers game
- Cultural fit: you understand the environment we're navigating (academic and cultural institutions); you share our belief that education should be a human right and that Wikipedia can play a big role in creating an informed citizenry
- Remote work: you're comfortable connecting with colleagues and sales targets via phone, email, Slack, Zoom, and other remote communication tools; you can stay motivated when working from your home office

ABOUT WIKI EDUCATION

Since 2014, Wiki Education, a California-based 501(c)(3) nonprofit, has supported instructors at more than 500 universities who have used Wikipedia as a teaching tool. These efforts have resulted in more new content than was in the last print edition of *Encyclopædia Britannica*. New editors recruited through Wiki Education account for nearly 20% of new contributors to the English Wikipedia.

Since 2018, Wiki Education has been training scholars and scientists from a diverse range of institutions in contributing their subject-matter expertise to high-profile Wikipedia pages that reach millions of readers. It collaborates with institutions like the National Archives and the Smithsonian, as well as with a range of academic associations on projects aimed at better informing the general public.

Before building Wiki Education from the ground up, our ED Frank Schulenburg served on the Executive Team of the Wikimedia Foundation (the organization that operates Wikipedia) and spearheaded a number of global initiatives aimed at improving the encyclopedia's coverage and content quality.

WORKPLACE AND COMPENSATION

We're open to remote work (actually, almost all of our staff works remotely and we're known for providing a maximum of flexibility). With that being said, we just moved our

office to Chico in Northern California and we'll provide relocation support for candidates who enjoy working out of a charming university town with 249 days of sunshine and great opportunities to spend time outdoors.

This is a 40 hours/week full-time position with benefits, including:

- Fully paid medical, dental, & vision insurance premiums for you and your family
- Employer funded Health Savings Account (HSA)
- Fully paid parental leave
- Emergency coverage (long and short term disability, life insurance (2× salary), and an employee assistance program are included)
- 401(k) retirement plan with matched contributions of 4% of annual salary with immediate vesting
- Flexible and generous vacation policy (18 vacation days in year one, 24 after one year, 30 after five years + 10 U.S. holidays + 2 floating holidays)

The salary range for this job is \$85,000 – \$100,000 annual base pay, based on experience.

As an equal opportunity employer, Wiki Education values having a diverse workforce and continuously strives to maintain an inclusive and equitable workplace. We encourage people with a diverse range of backgrounds to apply. We do not discriminate against any person based upon their religion, ethnicity, age, national origin, immigration status, ancestry, physical or mental abilities, medical condition, genetic information, marital status, military and veteran status, and sex, gender, gender identity, gender expression, or sexual orientation, or any other legally protected characteristics.

TO APPLY

Candidates must submit a cover letter describing how they meet the required qualifications and why they are interested in this role. Applications that do not include a cover letter will not be considered. Please email your C.V. and cover letter to jobs@wikiedu.org and include "Sales Representative, Education" in the subject line.

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