



Role: Sales Executive

Reporting to: Head of Sales and Partnerships

Direct Reports: None

Location: Dublin City Centre

Minimum 3 days per week on campus (additional days may be required during busier times of the academic year)

Salary: €35,000 to €50,000 per annum dependant on experience

Who We Are
<p>IBAT Dublin was established in 2004. We are one of Ireland's leading enterprise-focused third-level institutions and English School in Ireland, located in the heart of Dublin.</p> <p>Our student demographics involve a range of international and professional students, and we pride ourselves on providing the best learner experience. At the very heart of our vision is a student-centred learning and teaching methodology which is progressive, forward-thinking, modern and designed to meet our learner's needs. Our programmes aim to equip learners with the skills to succeed in today's ever changing and advancing world, setting them up for success with life after study.</p> <p>A key objective of IBAT Dublin is to ensure students have a positive, impactful and engaging experience during their period of study and one of our biggest strengths is our people.</p>

Role Summary
<p>The Sales Executive is a key role for IBAT Dublin and will play a vital part in the growth and expansion of the organisation. The postholder will be a motivated and results-driven sales professional, specialising in direct student recruitment. This is a target-oriented position where success is defined by the ability to convert enquiries into enrolment students.</p> <p>The successful candidate will engage directly with prospective students, guiding them through the decision-making process and confidently closing enrolments. This role is suited to an individual who thrives in a performance-driven environment and is motivated to consistently achieve and exceed targets.</p>

Key Activities and Responsibilities

- Manage inbound and outbound student enquiries
- Conduct consultations (online, phone and in-person) with prospective students
- Convert leads and enquiries into applications; convert applications into deposits and full enrolments
- Handle objections and support students with decision-making
- Maintain consistent follow-up to maximise conversation rates
- Achieve and exceed monthly and quarterly targets
- Maintain accurate pipeline management using Salesforce (CRM)
- Track performance, reporting and data using applicable software
- Attend student fairs, open days, recruitment events (both external and internal)
- Work closely with other department (e.g. marketing and the Higher Education School) to improve lead quality and conversion

Qualifications / Knowledge and Skills / Experience

Experience

- Minimum of 3 year's B2C sales experience including demonstratable experience of a CRM system (ideally Salesforce)
- Experience of working in a target-driven environment
- Experience working with KPIs, conversion tracking and performance metrics
- Experience in managing a high volume of leads and pipelines

Desirable

- Experience in Higher Education or student recruitment

Knowledge and Skills

- Understanding of sales pipeline management and forecasting
- Excellent knowledge of excel (tracking, reporting, analysis)
- A good understanding of both Microsoft (e.g. Teams) and Google work apps

Desirable

- Portuguese or Spanish language skills

Additional Information

- This role is hybrid – minimum 3 days per week are expected on campus. Additional in-person days may be required during busy periods of the academic calendar, for example, during in-takes or graduation, to be agreed with your manager
- Salary is negotiable dependant on experience
- The post holder may be asked to undertake different or additional duties in line with business requirements at the request of their manager.
- There is an expectation that all employees will maintain the values of the organisation and will comply with the code of conduct as well as equality and diversity, health and safety and safeguarding policies.
- The role holder will be expected to travel between our Wellington Quay and North Frederick Street campus.
- There may be an occasional need to undertake business travel between other sites within Ireland, across the UK or internationally.

IBAT College is an equal opportunities employer. We are committed to creating an inclusive and diverse workplace and welcome applications from all suitably qualified candidates.