



## **CLIENT ENGAGEMENT SPECIALIST Position Description**

The Entrepreneurial Learning Initiative, Inc. (ELI) is a global thought leader dedicated to expanding human potential through entrepreneurial mindset education. ELI serves academic institutions, government agencies, and community organizations around the world through professional development training, facilitator certification, consulting, and curriculum content.

ELI is actively seeking a full-time Client Engagement Specialist to join our team. This position will be responsible for attracting, converting, and engaging clients. This position will assist with attracting clients via social media and conference attendance. This position will support client product selection and implementation of ELI Ice House Programs. This position will also be responsible for ongoing existing and prospective client engagement.

This person will be described as having integrity, humility, and an inviting demeanor that puts those around him/her at ease. This person will be considered a trusted advisor whose empathy is demonstrated through inclusiveness and service to others. This person will demonstrate a strong commitment to the value of diversity and a willingness to work together with colleagues to create an atmosphere of trust and respect in which all can succeed.

Consistent with ELI's values, this person will have an entrepreneurial mindset and will be engaged in their work environment, working to solve problems that they care about. ELI is a quickly growing company and with growth, comes the need for flexibility, adaptability, and a tolerance for ambiguity. Although positions are defined, all positions consist of solution-oriented, self-directed people willing to assist others and solve problems when needed, internally and externally. ELI is highly focused on exceptional customer service, professionalism, initiative, and willingness to learn.

### **ESSENTIAL FUNCTIONS**

Essential functions of the position include, but are not limited to, the following:

#### **Client Attraction**

This position is responsible for attracting clients to the ELI philosophy and programs including:

- Assisting with the development of social media and marketing campaigns;
- Distributing content across social media channels;

- Providing client support as it arises in social media;
- Capturing and sharing client case studies and news highlights;
- Supporting conference exhibitor/sponsorship set up; and
- Attending conferences to assist in presentations and exhibitor booth operations.

### **Client Conversion**

This position is responsible for converting clients from being interested to implementing ELI programs including:

- Following up with clients after public and private facilitator trainings to facilitate adoption and implementation;
- Providing client support in product selection and solutions to overcoming obstacles to adoption;
- Scheduling and conducting web-based product demos upon client request;
- Preparing and performing appropriate follow-up communications and actions with clients;
- Identifying and sharing best practices for implementation;
- Facilitating course set up for the client's implementation; and
- Fulfilling client orders and managing product inventory monitoring the need for product replenishment.

### **Client Engagement**

This position is responsible for ongoing engagement of clients including:

- Building and maintaining lasting relationships with clients;
- Maximizing use of the client relationship management system ensuring data input and ongoing assessment of client status;
- Providing exceptional customer service to existing accounts ensuring client satisfaction and order renewal;
- Managing client reports to guide development of existing and prospective client engagement plan;
- Implementing existing and prospective client engagement plan;
- Conducting surveys with existing clients to gather feedback and ensure client satisfaction;
- Providing feedback and input from clients to improve product development and delivery; and
- Answering incoming office calls with basic product information/customer requests and directing incoming calls to appropriate staff.

### **EXPERIENCE & ABILITIES**

- Demonstrated customer service experience and ability to build long-lasting customer relationships
- Demonstrated experience in CRM Systems (e.g. Sugar CRM, Salesforce, Zoho, etc.)

- Demonstrated ability to use various computer programs and applications (e.g., Hootsuite, Shipping Fulfillment Software, Microsoft Office, Keynote & Google Applications)
- Demonstrated ability to identify key issues, facilitate resolutions, and communicate decisions with clients
- Demonstrated ability to manage multiple projects and clients simultaneously, set priorities, and adapt to changing conditions
- Demonstrated ability to think analytically, identifying, scrutinizing, improving, and streamlining work processes
- Demonstrated ability to build rapport with diverse staff and clientele
- Demonstrated experience in social media and marketing

## **SKILLS & COMPETENCIES**

- Exceptional Customer Service (Internal & External)
- Empathetic Listening & Communication Skills (Oral/Written)
- Excellent Interpersonal Skills
- Creative & Critical Thinking Skills
- Problem Finding & Solving Skills
- Exceptional Organizational Skills
- Reliable & Self-Directed
- Attention to Details
- Adaptable & Willing to Learn
- Initiative & Persistence

## **SALARY & BENEFITS**

- Starting Salary: \$42,000
- 100% Health Insurance Coverage (Health, Dental, Vision)
- Work/Life Balance with Paid Vacation
- Strong Company Culture with Engaging Work
- Professional Development Opportunities
- Growing Company with Advancement Opportunities

This position will be based in ELI's Mentor, Ohio office. Please submit your cover letter, resume and references to [info@elimindset.com](mailto:info@elimindset.com).