



Outreach & Recruitment Manager

Winterline Global Education

Winterline Global Education is an education startup based in Cambridge, MA, that delivers skills-based education for young adults. We offer a wide variety of programs and products, from our premier 9-month gap year program to curricular products on money management and financial literacy. We offer a flexible and enjoyable work environment that values inclusion, diversity, and global citizenship.

We are looking for a motivated and energetic Outreach & Recruitment Manager to join our growing sales and admissions team. The Outreach Manager is responsible for all Winterline outreach, sales and recruitment in the Western United States. S/he will represent Winterline Global Education at schools, conferences, and fairs within the region in order to drive enrollment for Winterline programs, and identify clients and business partners for the Winterline curricular products. The Outreach & Recruitment Manager will strategize and schedule meetings, presentations, and information sessions at target institutions.

This position reports directly to our Associate Vice President of Business Development and will work closely with the sales and marketing team.

Responsibilities:

- Drive enrollment and expand Winterline's education footprint through direct student and educational advisor outreach, and through institutional partnerships.
- Identify new markets for Winterline's programs and products.
- Schedule and perform outreach events, including school presentations, lunch room visits, and meetings with school administrators to introduce Winterline offerings, and/or materials drop-offs. Expected weekly schedule will include 3 days visiting schools and one-on-one meetings, and 2 days focusing on follow up and lead generation for curricular products.
- Attend gap year fairs, college fairs, and relevant conferences on behalf of Winterline in order to spread word of Winterline's curriculum to the gap year community and to capture qualified leads.
- Maintain and grow the region's portfolio of contacts, schools, and organizations, and build and nurture relationships at each.
- When requested, attend home visits and open houses to connect with interested families and sell our programs.
- Make regular follow up calls with student leads you have identified, and assist with other student relationships/lead follow-up as needed.
- Keep an updated Google calendar that is public to Winterline staff.
- Provide detailed records and insights from all meetings and presentations in Winterline's CRM.
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- Maintain relationships through follow up communication with all school/organization contacts at least once per quarter.
- Communicate with other members of team daily through “Outreach” Slack channel.
- Attend trainings at the Cambridge office with sales team to become proficient in Winterline’s programs and outreach techniques, as well as Hubspot reporting.

About You:

- Bachelor’s degree and 3-5 years of professional experience in sales, admissions, recruitment, and project management, preferably with a student-focused organization.
- Excellent written and oral communication, interpersonal, and organizational skills.
- Be a self-starter and have the ability to work independently, as well as on a team.
- Possess the aptitude for detail-oriented tasks, while not losing sight of larger goals.
- Have strong time-management skills and the ability to prioritize and balance responsibilities as needed.
- Be able to work a flexible work schedule, including some nights and weekends.
- Have experience working with a CRM, ideally Hubspot.
- Hold a valid driver’s license and be able to travel on a regular basis for industry conferences, school and gap fairs, and family visits.

To Apply:

Please send a cover letter and resume to: amy@winterline.com.