

# Sales Associate

Reports to Head of Operations

## About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

## Job Overview

The Sales Associate will be a critical team member responsible for the financial growth of the organization. You will drive the value proposition as to why organizations should choose to partner with Startup Boston.

The ideal candidate is an outgoing, personable individual with a sellers mindset both online and offline. You will use HubSpot CRM to prospect leads from opening to close, and sell against organizational goals. A heavy emphasis will be on outbound sales, which is easy to learn, hard to master, and extremely valuable to any organization.

As a critical member of the Operation team, the Sales Associate is a volunteer role that provides experiences similar to a Business Development Representative, Account Executive, or Recruiter.

## Responsibilities and Duties

- Identify, prospect, and sell to potential sponsors, connecting the value Startup Boston can offer organizations of all sizes
- Analytically-minded: numbers and financial goals excite you and you want to sell with these goals in mind. Competitiveness tends to help as well, but by no means required.
- Network with potential sponsors online and offline. You consider yourself outgoing and love building authentic human relationships
- Utilize HubSpot CRM to track leads, conversations, and deals

## Qualifications

- Time commitment of 3 to 5 hours per week to focus on organization deliverables
- 1-2 years experience in a sales role; sponsorship sales is a plus
- Outgoing and personable, our ideal candidate is a creative storyteller who can successfully sell Startup Boston's value proposition to organizations
- Ideal candidates can be physically available to be onsite at some point during Startup Boston Week