

## HEAD OF PARTICIPANT RECRUITMENT AND PARTNERSHIPS

Do you have a keen curatorial eye?

Are you a relationship builder at your core? A networker and connector?

Are you aware of the challenges facing today's most audacious leaders?

Can you find and secure top-notch participants for our programs?

If so, read on ...

### BACKGROUND OF THE ROLE

THNK has an important mission: to develop and support creative leaders around the world with the purpose to resolve large societal challenges. To work towards this mission, THNK wants to scale its impact 100-fold with the goal of reaching 1 million leaders across the world in various stages of their life with a transformative developmental experience by 2023.

In this role, you are responsible for the recruitment of prospective participants and the development of partnerships. You seek out the luminaries, pioneers, innovators and game changers who understand the intersection of technology, business, society and culture. People on the verge of a breakthrough—inspirational in their focus, with goals that can change the world.

You understand that to excel in a sales role you must be a trusted advisor helping guide prospects in a consultative relationship-building environment. You will help participants and partners to articulate and structure their learning needs with a clear eye on transformational program impact and are able to connect these needs to THNK's program offering.

### RESPONSIBILITIES

#### *Participation Recruitment (60%)*

- Lead the development and execution of a recruitment strategy aimed to bring participants to THNK's B2C programs (EMERGE, THRIVE, ELP and other programs)
- Recruit program participants to curate our classes (e.g., number of participants, sectoral, geographical and gender diversity)
- Conduct proactive outreach to individuals who meet the candidate profile.
- Drive initiatives in collaboration with the Head of Marketing and broader marketing team to identify new, and creative ways to attract top-notch participants across different channels
- Streamline processes and continuously look for improvements in the way recruitment operates as well as in collaboration with other teams in the organization
- Stay abreast of trends and developments in the field of creative leadership and executive education

#### *B2C Partnerships (40%)*

- Develop and execute a long-term partnership strategy
- Build and manage the relationship with current partners, and seize upselling opportunities
- Identify, build, and manage a pipeline of new partners, in collaboration with one of THNK's senior leadership member
- Attend meetings with potential partners and leverage consultative selling techniques to understand their needs and offer them the leadership journey(s) that fit these needs
- Take the lead in following up with current and potential partners and actively contribute to closing deals

### **WE ARE LOOKING FOR SOMEONE WHO**

- Feels a strong connection with THNK's Mission, Vision and Values
- Has a keen curatorial eye, a great matchmaker, probably the ultimate dinner party host
- Thrives in a setting that is fluid and fast-moving
- Has a deep understanding of the field THNK is operating in; can represent THNK and its mission to external parties
- Has at least 10 years of relevant work experience in marketing, recruitment and preferably a solid experience in consultative sales, ideally in the field of education or learning and development
- Has the presence and ability to engage and influence senior and executive audiences and is highly collaborative, resilient, and open-minded
- Has international work experience with a strong appreciation for diversity
- Is resourceful, self-directed, structured and continuously looking for ways to learn and improve ways of working
- Has experience working with a CRM (preferably HubSpot and Salesforce)
- Has outstanding communication skills — is highly proficient in written and spoken English. Other languages are a plus

If this sounds like you, please email [boryana.boteva@thnk.org](mailto:boryana.boteva@thnk.org) with your resume and a cover letter.

**Start date:** ASAP

We are proud of the diversity at THNK and continually seek diverse perspectives to enrich our team. We're committed to being an equal opportunity employer and encourage everyone to apply!