

1. Identification

NAME OF THE FUNCTION	Project Development Associate
DEPARTMENT	PROJECT DEVELOPMENT
WRITTEN BY	HR
DATE OF DRAFTING	30/04/2018
POSITION IN THE ORGANISATIONAL CHART	Supervisor (Function): ⇒ Director Project Development Department

2. Purpose of the function

Altissia is always looking to expand its business by building new partnerships in its 3 core segments: the B2I, B2B and B2E sectors. The project developer role is to be the first spark and the first link of this development which can be achieved in many different ways: build new partnerships, follow up on leads, register on portals listing public calls for tenders, meeting new prospects, take part in networking events, feel the market and push it when necessary so that Altissia can grow and continually be the first and the best.

3. Area of responsibility

1. <u>Building partnership with prospects & key business executives</u>
<p>Tasks:</p> <ul style="list-style-type: none"> • Identifying new sales leads via cold calling, networking, following up on leads, etc • Developing a network of potential customers and maintaining it • Finding the right person of contact and reaching her/him via all appropriate means • Planning & organizing meetings with these potential customers • Pitching Altissia's services and adapting to customer's business and expectations • Showing prospects existing successes & knowing Altissia business, values, KPI etc in order to have an impact at first meeting

- Drafting introductory emails, day-to-day correspondence, answers to questions etc
- Interfacing with internal teams in order to have all the information, data, analysis, translations etc necessary

Key result area: Find the right person of contact, build partnerships, convince her/him of Altissia's expertise in order to be chosen as a preferred supplier.

2. Negotiation & signing of contract -> Senior

Tasks:

- Turning opportunities into profitable deals
- Drafting and having reviewed commercial proposals by Supervisor
- When a new request not included in the contract is made, see with Operational team what can be made and when & decide on a price with Supervisor
- Explaining to customer the new service, what is included & the advantages, selling convincingly the new add-on & giving the price
- Be aware of client's reaction and adapt speech if necessary
- Negotiating when necessary in terms of range of project, number of accesses or price (check with Supervisor)
- Preparing renewal contracts and extensions
- Having it signed by persons in charge

Key result area: Make sure all the needs of the customer are covered, offering extra services and extensions when possible, pricing with Supervisor & sign the contract.

3. Building partnership with other stakeholders -> Senior

Tasks:

- Identify area & skills which will be needed from the customer and which Altissia can't provide
- Realize a market analysis with the possible partners which could cooperate with Altissia in order to have a complete offer
- Determine which party could help Altissia at best, get in touch with the right persons and set up a meeting
- Introduce Altissia's business and explain our position and goal
- Find advantages for both parties in this collaboration
- Discuss and set up the partnership so that the client's needs are covered and all parties happy keeping in mind Altissia's profit

Key result area: Build a strong, qualitative and competitive team and proposal to answer as closely as possible the customer's request.

<p>4. Invoicing</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Gather all information, paperwork & contact persons to establish the invoice • Invoice new customer according to terms and conditions established in contract for the first invoice • Advise Finances when it's done • Hand over process to project management team <p>Key result area: Initiate invoicing process with new clients and make sure procedure is clear for the handover to next team.</p>
<p>5. Coaching of international teams -> Senior</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Coach and support all new or existing members of the PD team working in the different countries • Be available for their questions including queries which can require answers from other internal teams <p>Key result area: Make sure all members are on board and working according to strategy & standards.</p>
<p>6. Answer calls for tenders -> Senior</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Read call for tenders carefully • First decide if this is worth fighting = if it's our core business or not • Assess what and who will be needed for this answer • Get in touch with all these people and gather all necessary information • Draft the answer • Validate price with CEO • Re-read the whole answer and send when everything is done & approved <p>Key result area: Answer as closely as possible to customer's request partnering with other companies, schools etc in order to do so.</p>
<p>7. Market Analysis</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Get to know our competitors • Learn what their business and strategy are • Collect & compare data on the e-learning market • Follow up on innovations and new tendencies on the market

Key result area: Be aware of what other companies offer, prepare a defense speech towards potential arguments from customers, always be on the ball when innovation in our field emerges.

8. Fairs

Tasks:

- Take part in fairs about education, e-learning, modern language learning & similar
- Get to know our competitors and check what they offer
- Present Altissia to all visitors & answer their questions

Key result area: Convince participants that Altissia is a professional languages-e-learning company with a vast expertise in the field.

9. Reporting

Tasks:

- Forecast and track key account metrics
- Communicate the progress of monthly initiatives to internal and external stakeholders
- Report internally advancement of projects
- Report issues coming from the customer to the support or Operational team

Key result area: Having a clear & general view of our business as well as of what's working and what's less efficient & where we need to develop.

4. Skills and knowledge

Diploma	<ul style="list-style-type: none"> • Master in Business Administration or similar
Experience	<ul style="list-style-type: none"> • No experience needed
Linguistic skills	<ul style="list-style-type: none"> • FR/EN + Dutch for the Belgian market
IT & technical skills	<ul style="list-style-type: none"> • Office
Soft skills	<ul style="list-style-type: none"> • Very-well organised • Excellent verbal and written communications skills • Presentation skills

	<ul style="list-style-type: none">• Rigorous & meticulous• Stress-resistant -> Senior• Teamwork• Solution-finder/Creativity -> Senior• Client oriented• Influence -> Senior• Commitment• Adaptability -> Senior• Technical Expertise = Knowledge of the product -> Senior
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