

CERTIFICATE IN SALES

The University of Washington (UW) is proud to be one of the nation's premier educational and research institutions. Our people are the most important asset in our pursuit of achieving excellence in education, research, and community service.

UW Continuum College (UWC²) expands the reach of the University of Washington with programs like UW Professional & Continuing Education, International & English Language Programs, Summer Youth and the Osher Lifelong Learning Institute at the UW that meet the needs of various learners at all phases of their lives. We're focused on removing obstacles to relevant educational opportunities by addressing geographic, financial, length of commitment, and time constraints, increasing access to education for more people. By looking ahead and experimenting with new approaches, we're creating new educational opportunities to help people thrive in a world of change.

UWC² has an outstanding opportunity for a **Course Developer, Instructor, and Instructional Assistant** for non-credit certificate courses in **Sales**. Professional & Continuing Education (PCE) courses are typically held during evenings and on weekends, which allows us to engage industry professionals in the development and delivery of our courses. While teaching experience is a plus, we provide training and support to ensure instructors are set up for success. PCE developers and instructional team members do not hold UW academic appointments.

Course Description

Sales professionals need a complex set of skills and knowledge in order to discover clients' business needs and provide solutions. This certificate program provides training in sales-specific functional knowledge as well as the supporting interpersonal skills and principles of psychology.

You will learn how to:

- Apply knowledge of the sales process to manage leads and move from prospecting to closing
- Use principles of psychology and interpersonal communication to connect with prospective clients and provide effective consultation
- Organize and track your sales efforts and daily workflow, using analytics to prioritize projects and measure success
- Use industry tools to manage the sales process and collaborate with internal sales team
- Analyze case studies and engage with industry professionals to simulate sales process activities
- Participate in a practicum course, performing real-world sales activities

Course Developer

The Course Developer works with a Program Manager, other subject matter experts, and our design team to create high-quality learning content that is relevant to adult learners seeking to expand skills and accelerate their careers. The UWC² design team includes a variety of specialized staff who design curriculum, produce content, design instruction and assessments, produce digital media, train instructors, and more. The Course Developer and UWC² design team work together to create learning content that is dynamic, flexible, and accessible.

Responsibilities

- In collaboration with the design team and other subject matter experts, create high quality course curriculum. Content includes:
 - Assessments (quizzes, knowledge checks, exams, projects, etc.)
 - Assignments
 - Activities
 - Presentations
 - Course lessons
- In collaboration with the design team and other content developers, contribute to the creation of teaching notes to help orient instructors to the learning content.
- Complete all deliverables on time as outlined and agreed upon in the final contract and statement of work
- Participate in an initial project kick-off meeting
- Participate in check-in meetings as needed (in-person or virtual)

Requirements

- 7+ years relevant experience in Sales
- Flexible individual who is open to new and innovative ways of delivering educational experiences beyond a traditional classroom format
- Willing to collaborate on the development of learning content to a curriculum plan designed by others

Desired

- Prior teaching experience, particularly with adult learners
- Business or related degree

Compensation

Starting at \$1000 per course

Timeline

Course launch proposed for spring or fall 2020. Development may start immediately, but must be finished no later than 3 months prior to course launch. Detailed schedule and deliverable due dates to be included in the final contract

Instructor

The Instructor serves in a key role in our Certificate programs, engaging with students, serving as a subject matter expert, presenting learning content, and assessing whether learners have achieved course competencies. Our students consistently tell us that the instructor is the single most important element of their course.

Responsibilities

Classroom or Remote

- Teach to a set curriculum plan with clear learning outcomes and competencies. Ensure that lesson plans and presentation materials for the full course are relevant and current.
- Ability to teach all class sessions (either in person or via video conferencing) at the scheduled time, respond to student inquiries during the week, and grade assignments. Expectations during the course comprise a minimum of 3 hours of weekly instruction and approximately 5 hours of weekly lesson preparation, student interaction, and grading outside of class time.
- Respond to student inquiries and provide feedback on student work in a timely manner
- Coordinate with other instructors in the certificate program, to ensure curriculum continuity
- Adapt instructional techniques based on feedback, and implement sound pedagogical practices
- Maintain high standards of professionalism, timeliness, and content relevance for diverse adult students.
- Participate in at least one 60-minute information session during the recruiting season and up to two instructor meetings per year.
- Prepare a course syllabus in advance of the course start date (template will be provided)
- Participate in weekly check-ins with co-instructors and/or instructional assistants for the duration of the course
- Complete instructor onboarding and relevant learning technology training

Requirements

- 5+ years in professional Sales role
- Commitment to facilitating active learning experiences for learners
- Willingness to participate in ongoing professional development
- Excellent interpersonal, oral, and written communication skills
- Ability to interact with individuals from diverse cultural and socioeconomic backgrounds
- Professional, prompt, welcoming personality
- Legal authorization to work and receive compensation in the United States

Desired

- Degree or other advanced coursework in Business, Marketing, or related fields
- Prior teaching or mentoring experience, particularly with adult learners

Compensation

Starting at \$4000 per 10-week course

Timeline

Anticipated program launch is Spring of Fall 2021. Onboarding and course preparation will begin 14 weeks before the course start date.

Instructional Assistant

The Instructional Assistant serves in a key role in our Certificate programs, engaging with students, collaborating with the instructor, grading student work, and monitoring student progress.

Responsibilities

Online Course

- Support instructor in facilitating remote class sessions (e.g. through managing video conference software)
- Serve as the primary responder to student inquiries such as content questions, assignment questions, policies, etc. Use discretion on when to escalate questions to the instructor or the appropriate administrative staff. Timely response is 24hours for email and discussion board posts and 72 hours to grade assignments,
- Monitor student engagement with the online course materials and with peers, including online discussion forums.
- Check in with students as needed to support their progress in the course.
- Coordinate with the course instructor to ensure curriculum continuity. Schedule and facilitate regular instructional team meeting and compile meeting notes.
- Provide grading support as directed by the instructor
- Collaborate with program manager, instructor, and the rest of the instructional team to address student course evaluation feedback.
- Work collaboratively with the course instructor, adapting an approach based on feedback and sound pedagogical practices.
- Maintain high standards of professionalism, timeliness, and content relevance for diverse adult students.
- Complete instructor onboarding process and relevant learning technology training.
- Observe FERPA, HIPAA, and other privacy laws and policies.

Requirements

- 1 year of sales experience
- Excellent interpersonal written communication skills for on-line interaction.
- Ability to interact with individuals from diverse cultural and socioeconomic backgrounds.
- Legal authorization to work and receive compensation in the United States.

Desired

- Prior teaching or mentoring experience, particularly with adult learners

Compensation

Starting at \$1000 per 10-week course

Timeline

Anticipated program launch is Spring of Fall 2021. Onboarding and course preparation will begin approximately 4 weeks before the course start date.

Apply

Interested applications should send a resume or LinkedIn profile and letter of interest describing relevant experience and preferred role to the Program Manager, Ashley Kim, aekim@uw.edu.



The University of Washington is a leader in [environmental stewardship & sustainability](#), and committed to becoming climate neutral. [The University of Washington is an equal opportunity, affirmative action employer.](#) To request disability accommodation in the application process, contact the Disability Services Office at 206-543-6450 / 206-543-6452 (tty) or dso@uw.edu.