



Job Title: Business Development Associate (Remote)

Job Description: Do you enjoy talking to people and have an eye for detail? Are you a strong and versatile writer? Are you interested in building business development skills by interfacing directly with clients and seeing the "under the hood" of a deal with a global tech company or a large public university? Are you interested in learning how companies use analytics and social media campaigns to build their customer base?

Sunrise is currently seeking a remote part-time Business Development Associate to support our international business development team. The role entails a mix of responsibilities and functions:

1. Contributing to business development and sales outreach for Augmented and Virtual Reality tour software and marketing tools (such as our VR campus tour filming services, our AR holographic marketing tools, and VR meetup/teleconferencing platforms) to target clients in higher education (universities).
2. Crafting content for newsletters, outreach emails, and private messages.
3. Learn about VR/AR/XR technology tools used in higher education marketing and in class content delivery
4. Research, identify, and organize contacts at client institutions; learn about top-of-funnel outreach and sales techniques.
5. Conduct initial outreach calls to target clients to arrange sales demos and initial partnership development calls.
6. Supporting outreach with ad-hoc copywriting and social media posting projects.

Requirements:

1. Exceptional writing, phone, and communication skills.
2. Strong interpersonal communication skills and interest in developing BD/sales skill sets.
3. Highly organized with great time-management skills since you will be working remotely.
4. Possess an ethic of consistency and motivation to see projects through to fruition.
5. Ability to work closely with a variety of team members, communicating with colleagues in different time zones.
6. Ability to balance multiple priorities.
7. Ability to work at least 10 hours per week, for at least 6 months.

Company Overview: Sunrise International (www.sunriseinspires.com) works with hundreds of universities and companies to better engage the Chinese market through online campaigns, in-person events, and virtual reality media services. We believe that universities and companies can succeed in engaging prospective students and customers in China by localizing--"showing up" on the Chinese internet and social media, so that the world's largest consumer market can see everything that they have to offer. As a cross-border marketing and media firm, we specialize in 4 main industries: education technology, VR/AR/XR, higher education marketing, and cross-border e-commerce.