

## **Examcraft Group: Head of Business Unit - 4Schools** **(<https://www.activelink.ie/node/111981>)**



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### **Head of Business Unit - 4Schools**

4Schools is the dedicated publications division of the Examcraft Group, providing primary and secondary schools with a variety of educational resources, including learning journals, teacher planners, curricular books, exam papers, Irish Language resources and more. Our mission is to support educators and students with quality publications tailored to enhance learning.

We're seeking an experienced, results-oriented leader with a passion for education and a proven track record in sales, marketing and product development to take the helm of 4Schools. A background in publishing, in particular educational publishing would be a distinct advantage.

#### **Role Overview:**

The Head of 4Schools will be a strategic driver of growth and innovation, responsible for positioning 4Schools as the preferred provider of educational resources in Ireland. This role demands a strong customer-centric focus and the ability to lead with both vision and execution.

#### **Key Responsibilities:**

- Lead and manage sales, marketing and product development efforts to achieve growth and profitability targets.
- Develop and execute strategic initiatives to expand market presence, elevate brand awareness, and strengthen our customer base.
- Align business strategy with emerging market trends and the evolving needs of educators and students.
- Build and maintain strong relationships with schools, educators, and stakeholders to solidify 4Schools' role as an educational resource leader.
- Analyse market trends and data to identify opportunities for growth and product innovation.

#### **Key Requirements:**

- Proven experience in a senior leadership role, particularly in sales, marketing and business strategy.
- Deep understanding of the educational sector and its unique dynamics.
- Strong communication, negotiation and leadership skills.

This is a unique opportunity to shape the future of educational publishing at 4Schools.

**Location:** Dublin

**Applications to [philip@examcraftgroup.ie](mailto:philip@examcraftgroup.ie) (<mailto:philip@examcraftgroup.ie>) by November 22, 2024**

**Region**  
Dublin

**Date Entered/Updated**

6th Nov, 2024

**Expiry Date**

22nd Nov, 2024

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