

Partnerships Lead

Job Description

About Us

Edstruments empowers leaders in the education and nonprofit sectors to build and manage budgets more effectively and equitably, replacing a complex web of spreadsheets with intuitive cloud-based software. We help organizations align their spending and budgets to strategic objectives so that they can best achieve their mission. Edstruments was founded by Aditya Kaddu, a former TFA teacher and Stanford MBA recognized on the *Forbes* 30 Under 30 list in Education. **Edstruments is currently in use by organizations in 10+ states across the US, and we want YOU to help us rapidly grow our impact.**

The Role You'll Play

- Grow Edstruments revenue via new partnerships with organizations in our target customer segments (K12 schools, nonprofits, higher ed institutions, accounting firms, etc.)
- Own the end-to-end deal lifecycle from prospect to closed-won, increasing win rates and decreasing sales cycle time to accelerate our growth
- Develop effective sales and marketing campaigns (email/ads/phone/webinars etc.) that inspire prospective partners to engage with us and adopt our solution
- Maintain and update our CRM and other tools to paint an accurate picture of our sales pipeline
- Schedule and conduct discovery calls with prospective partners to assess our fit for them
- Demo the Edstruments product in a compelling way to prospective partners that is responsive to their stated needs and pain points, ultimately leading to
- Source and lead the response to RFP/RFQ processes from our core partner base
- Encourage and incentivize partners to refer peers in their network to become new partners
- Craft case studies, gather partner testimonials, and develop other marketing collateral in collaboration with the Partner Success team
- Identify, compare, and select additional sales and marketing tools that Edstruments should invest in to accelerate growth
- [Future] Lead and train a team of 1-2 Partnerships Associates to multiply your success

Required Skills and Qualifications (in no particular order)

- Experience in early-stage sales, where you may be partially building the playbook as you go
- Strong, warm communicator (written and verbal) who builds connection and rapport quickly
- Relentless persistence, responsiveness, and optimism with a can-do attitude
- Data-driven and results-focused approach: double down on what's working
- Hunger and drive for success, ambition to exceed your goals and targets
- Fast learner with creative and analytical problem-solving skills
- Adaptive to new situations and challenges; able to change course as needed
- Commitment to and belief in Edstruments' mission and values (see next page)
- Collaborative and thoughtful team member who is a positive contributor to company culture
- Willingness to travel up to an average of ~1 week/month
- Effective multi-channel management (email, phone, calendar, chat, Slack, etc.)
- Teachable, open to feedback, and seeking to grow your skillset and responsibilities over time



Preferred (not required) Skills and Qualifications

- Experience with online CRM tools like HubSpot/Salesforce and other sales tools like Gong
- Design/artistic skills that lend themselves well to designing marketing collateral
- Marketing experience – online, social media, email, phone, etc.
- Prior experience working in education/non-profit and/or a deep network in these sectors
- Strong preference for candidates with a four-year degree or equivalent – will still consider candidates who satisfy all other requirements

Other Characteristics You Embody

- Passionate about making systematic improvements in K12 education
- Comfort with the ambiguity and scrappiness of a startup
- Adaptable, flexible, and willing to step outside bounds of role as needed
- Ownership mindset - taking responsibility for outcomes and solution-oriented

Compensation: Starting range of \$35,000 – \$55,000/year in base salary with the opportunity to double this in commission and bonus earnings for a total On-Target-Earnings of \$70,000 - \$110,000/year. Stock option grant commensurate with experience. 3% 401(k) match and 4 total weeks of paid holidays and PTO per year.

Ready to learn more? Check us out at www.edstruments.com and reach out to careers@edstruments.com if you're interested in applying. We are excited to meet you!

Mission: Edstruments exists to equip education leaders with the knowledge and tools to most effectively and equitably serve students.

Values:

- **Integrity:** Do the right thing, every time
- **Impact:** Keep mission front and center, strive for something great
- **Diversity:** Leverage different backgrounds, perspectives, and styles
- **Ownership:** Act with initiative and responsibility
- **Growth:** Pursue development of self and others
- **Communication:** Speak up, boldly and with empathy
- **Humility:** Demonstrate gratitude and celebrate others

Logistical notes: Our team (and this role) is remote-first, but this role must be able to work during continental US business hours. Desired start date is ASAP, but we will wait for the right candidate.

Must have US work authorization, we are unable to sponsor visas at this time. Edstruments does not and will not discriminate on the basis of race, color, religion, gender, gender orientation, gender expression, age, national origin, disability, marital status, sexual orientation, or military status in any of its hiring decisions or other activities.