



Opportunity: **Digital Growth Manager**

About the Role/Purpose:

Big Picture Learning (BPL) seeks a Digital Growth Manager to grow ImBlaze's impact by expanding our K-12 and Independent Software Vendor (Salesforce ISV) lead pipeline, improving CRM-driven lead tracking, and nurturing partnership opportunities to close. This role will apply demonstrated EdTech sales experience and Salesforce expertise to increase revenue, optimize conversion strategies, and ensure that ImBlaze achieves sustainable growth in alignment with its mission.

This remote position offers a unique opportunity to create new partnerships in the mission-driven world of education and edtech, with occasional travel to attend conferences and staff convenings.

About ImBlaze

ImBlaze is Big Picture Learning's internship management platform, built on Salesforce to support equitable real-world learning at scale. It enables schools and districts to manage, track, and enhance work-based learning experiences through streamlined coordination and student engagement tools.

Primary Responsibilities: specific scope includes, but is not limited to, the following:

- **Revenue Growth Leadership:** Own responsibility for meeting and exceeding earned revenue targets by developing, curating, and closing opportunities across ImBlaze's sales channels. Develop sales strategies for each of our channels (direct to schools, districts, ISV).
- **Lead Generation & Marketing Alignment:** Partner closely with the Marketing/Partnerships team to design, execute, and refine strategies that generate new leads across email, events, digital campaigns, and partner channels, ensuring a consistent and high-quality, revenue-driven lead flow.
- **Lead Management:** Ensure qualification and movement through the sales pipeline.
- **Opportunity Management:** Nurture, qualify, and manage opportunities through Salesforce, advancing them from initial engagement through proposal, negotiation, and Closed Won. Conduct this partnership building with empathy and aligned to the Big Picture Learning mission.
- **Salesforce CRM Leadership:** Maintain Salesforce data integrity, design dashboards and reports to track revenue progress, and use insights to optimize sales strategies.
- **Market Engagement:** Leverage deep knowledge of the education and EdTech markets, including K-12 procurement processes, to position ImBlaze competitively and maximize revenue potential.
- **Team & Partner Coordination:** Collaborate with Partnerships and Marketing team to align messaging, support demos, and ensure smooth handoff to implementation and customer success once deals close.

- **Representation & Networking:** Represent ImBlaze at conferences and events to expand visibility, generate revenue opportunities, and strengthen relationships with partners.
- **Closing & Handoff:** Guide qualified opportunities through proposal and final negotiation stages. Once closed, ensure a seamless handoff to our implementation and Success teams.
- Willingness to travel ~10% (in addition to standard all-staff BPL travel).

Qualifications, Requirements, and Skills:

- BA, ideally with an MEd, MBA, MPA, or related advanced degree. However, as research demonstrates that education requirements can be a deterrent for qualified candidates to apply, we encourage all candidates with the professional experiences and leadership qualities outlined in this position specification to apply.
- 4-6 years of progressive experience in sales, business development, or partnership management within the Education Technology sector, with a proven record of meeting or exceeding revenue goals.
- **Salesforce Proficiency:** Demonstrated expertise in Salesforce CRM for managing leads, opportunities, forecasting, and reporting on revenue outcomes.
- **Sales & Revenue Growth Skills:** Proven ability to generate new business, nurture long-cycle opportunities, and convert them into Closed Won deals that drive earned revenue growth.
- Excellent verbal and written communication skills. Able to adapt messaging for a variety of stakeholders including educators, nonprofit leaders, and decision-makers.
- Detail-oriented with strong time management. Able to track multiple opportunities and coordinate timely follow-ups.
- Proficient with Google Drive, ChatGPT, WIX (or similar CMS), and Mailchimp (or similar tools) for communications. Must be comfortable using emerging technologies and consider themselves a 'tech native' and have comfort learning new digital tools.

Candidates for this position must share our passion and commitment for rethinking the possibilities of education for decades to come. We steadfastly believe that students should be at the center of their own learning and that education (in particular public education) is due for a reorientation that allows students to be confident in the pursuit of their own passions and interests.

The geographic spread of BPL's work and the fact that all BPL staff work virtually, requires individuals to have strong internal accountability. The organizational culture supports flexible and contextually appropriate decision making processes. As a result, individuals who thrive in BPL are comfortable juggling multiple projects and prioritizing tasks, advancing the work in the face of uncertainty, willing to take risks, exhibit entrepreneurial behaviors, take ownership and see tasks and ideas through from conception to implementation, and possess the communication and interpersonal skills needed to work well with people at all levels of the organization.

Organizational Skills

- Steadfast belief that students should be at the center of their own learning and that education (in particular public education) is due for a reorientation that allows students to be confident in the pursuit of their own passions and interests
- Strong internal accountability (especially important due to the geographic spread of BPL's work and our virtual teams), comfort juggling multiple projects and prioritizing tasks, and the ability to work remotely in distributed teams across multiple time zones
- Ability to exhibit entrepreneurial behaviors, take ownership, and see tasks and ideas through from conception to implementation

- Excellent interpersonal communication skills (speaking, writing, listening) in person and virtually
- Commitment to continuous improvement, a relentless approach to growth and learning, and an openness to constructive critical feedback
- Collegial and empathetic approach to working with others, while bringing a creative, flexible and thoughtful approach to your work
- Ability to use - or quickly learn - multiple tech platforms (i.e., Google Suite, Salesforce, Asana)

Application Process and Timeline:

Confidential inquiries are welcomed. Applications will be reviewed on a rolling basis with a final deadline of EOD on October 10th, 2025.

Desired Start Date Window: ASAP

[Click Here To Apply](#)

You will need to provide the following documentation:

1. Thoughtful and Tailored Cover Letter of Introduction (≤ 2 pages)
2. Resume/CV
3. List ≥ 2 Professional References

Location: Remote (based in US)

Reports to: Director of Digital Innovation

Compensation: Starting salary range for this position is **\$82,325**

Big Picture Learning uses a transparent and consistent compensation model. Starting salaries are established through industry benchmarking, cost of labor analysis, and a structured evaluation of the skills required for each role. To ensure equity and consistency, we do not engage in salary negotiations. Our compensation practice is designed to reduce systemic pay disparities and provide clarity for all candidates.

Benefits Package

- Fully paid medical, vision, and dental coverage
- Fully paid life insurance policy, including short term and long term disability insurance
- Pension plan which includes a company contribution of 5% of your salary with 100% vested after 6 months of employment
- Eight (8) weeks paid parental leave, four (4) weeks of medical leave after 12 months on staff
- Thirteen (13) paid holidays, plus 2 religious floater holidays
- End of year holiday break (from Christmas Eve through New Year's Day)
- Eleven (11) personal/sick days, plus paid birthday
- Eighteen (18) days of paid vacation, which is earned and accrued at 1.5 days/month beginning the first full month of employment

Other workplace benefits offered full time employees

- Use of company laptop computer
- Printer/copier/scanner for home office
- Office supplies for home office
- Cell phone bill is paid or can become part of the company plan. BPL will pay up to \$400 towards the purchase of a new phone

Eligibility Requirement: U.S. Citizenship or Permanent Residency

Please note that this position requires the candidate to be a U.S. Citizen or a permanent resident with pre-approved work authorization. Due to the nature of this role and to comply with federal regulations and/or contractual obligations, only citizens and residents are eligible for employment. Proof of U.S. citizenship/residency will be required as a condition of employment.

About BPL

It is our vision that all students live lives of their own design, supported by caring mentors and equitable opportunities to achieve their greatest potential. We move forward prepared to activate the power of schools, systems & education through student-directed, real-world learning. www.bigpicture.org

At BPL, we are practitioners and practice the implementation of truly innovative designs. We are story doers and we work with an intensity and drive that rivals any other organization or business. We relentlessly focus on elevating the voice of students, parents, and communities. At BPL, innovative and valuable ideas matter more than the role of the person sharing them. We work together to achieve our mission because we know we can accomplish more as a team. Many BPL team members report that the "family feel" of our organization is what makes our work so rewarding. Working at BPL is a vibrant and ongoing learning experience and we seek to offer all staff the opportunity to experience work that aligns with the ten student expectations described in Leaving to Learn.

Big Picture Learning is an equal opportunity employer and prohibits discrimination against and harassment of any employee or any applicant for employment because of race, color, national or ethnic origin, age, religion, disability, sex, sexual orientation, gender identity and expression, veteran status (special disabled veterans, disabled veterans and Vietnam-era veterans), or any other characteristic protected under applicable federal or state law. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients; and all qualified applicants are encouraged to apply.
