



ParentPowered is a fast-growing education technology company that creates family engagement tools and curriculum for great parenting to improve the lives of all children, regardless of economic means. Their first product, Ready4K, is an evidence-based family engagement curriculum delivered via text message. Each week, parents receive fun facts, easy tips, and extension activities to help them support their children's cognitive and social and emotional development.

Ready4K's research- and standards-based text messages build on existing family routines to ensure that the activities are easy to implement – like pointing out the letters on shampoo bottles during bath time and naming their sounds, counting the number of steps as you walk to the car or bus, or making feeling faces in the mirror after you brush your teeth.

In addition to the core Ready4K program, ParentPowered also has more intensive trauma-informed and student data-driven personalized learning family engagement curricula, as well as complementary family workshops, a highly sophisticated family communications platform, and robust data, analytics, and impact reporting capabilities. With an initial focus on kindergarten readiness, the Company's one-of-a-kind suite of family engagement products has rapidly grown since inception, now covers birth through eighth grade, and is culturally adapted in 15 languages.

Driven by very strong product-market fit (a highly-accessible, culturally-sensitive, multi-tiered, digital family engagement solution with close alignments to Title I, III, V, VI, IV, and IX, and COVID relief funding), ParentPowered has rapidly grown over the last year to serving hundreds of institutional customers including some of the largest school districts (e.g., SFUSD and NYC DOE), counties (e.g., in Southeastern Michigan and Mecklenburg), and states, like TN and WI. The company has top-tier investors, a strong management team, and connections to education leaders across the country – assets that it will leverage to aggressively advance its double bottom line.

Title

Director of Strategic Partnerships

Reports to

VP Sales / Chief Revenue Officer

Location

Remote

Position Overview

Reporting to the Chief Revenue Officer, a Director of Strategic Partnerships will be charged with significantly expanding the company's partnerships in an assigned territory. Your core mission is to cultivate new and existing partnerships and channels, foster new opportunities for

ParentPowered and our partners to increase impact, sign on new partners, and support special projects to grow ParentPowered. By securing new and growing existing partnerships you will contribute to the widespread adoption of ParentPowered's family engagement products. You will work closely with internal teams to ensure we continue building and delivering an amazing experience for our customers. You will be the primary pre-sales and post-sales point of contact to key strategic partners and a growing number of strategic networks¹ focused on expanding access to educational opportunity through family engagement.

At Parent Powered, Strategic Partnerships will generate revenue and achieve sales quotas by developing market potential utilizing consultative sales methods including outbound lead generation and qualification, relationship development and networking, delivering product presentations, and structuring and closing deals. Our partnership team members excel at tackling difficult problems, communicating with all kinds of people, and connecting the dots between external and internal stakeholders to manifest big ideas.

ParentPowered PBC is an equal opportunity employer. The majority of families we serve come from economically-disadvantaged communities. Women, minorities, individuals with disabilities, veterans, and individuals who share the backgrounds of the families that we serve are strongly encouraged to apply.

Key Responsibilities

- Identifies market potential with territory analysis, sourcing, and qualifying leads, as well as partnering with colleagues and demand generation team.
- Develops pipeline in assigned territory to achieve quarterly and annual quotas.
- Consult with senior district education administrators to align solutions around district needs and initiatives.
- Expands sales in existing accounts.
- Partners with Partner Success team to cultivate expansion opportunities, build new relationships and expand network within account, and support renewal efforts when needed.
- Contributes information to market strategy by monitoring competitive products and client feedback.
- Updates job and product knowledge by participating in ongoing educational opportunities.
- Attends conferences, meetings, and trainings as requested or needed.
- Maintain a high level of product knowledge.
- Diligently record activities, notes, contact information within HubSpot (or CRM) to maintain the accuracy of sales/marketing database and accounts.

Required Experience & Qualifications

- Bachelor's degree in business or equivalent
- 5+ years previous experience in an inside or outside sales organization with strong preference for K12 market experience

- Excellent presentation skills
- Strong verbal and communication skills for both remote and in-person sale engagements
- Ability to thrive in a data and metrics driven work environment, meeting key KPI's to support your success
- Highly organized and strong time management skills
- Ability to consult with senior district administrators to align solutions with district needs and initiatives
- Ability to work in a fast paced, changing environment with minimal direction
- Fluency in Microsoft Office Programs and Google applications

Desired Qualifications/Experience

- Competency with web-based applications (i.e. HubSpot, Salesforce CRM and Salesloft or like tools)
- Experience in K-12 and/or Software Sales
- In-depth knowledge and applied experience in a sales methodology

To Apply

We offer a dynamic and flexible work environment with highly-energetic, friendly, and inquisitive team members, as well as competitive compensation, bonus/commission potential, equity in the company, and full health, dental, and vision benefits. There are also significant professional growth opportunities. If you're interested in working to make a positive difference in the lives of millions of families, please send your resume and a cover letter to jobs@parentpowered.com. In your cover letter please highlight with examples why Director of Strategic Partnerships at ParentPowered is the right job for you.