

School Partnerships and Sales Lead

Job Position	
Job Position Title	School Partnerships & Sales Lead
Reporting to	Managing Director
Supervising	n/a
Employment Type	Full-Time or Part-Time, Fixed-Term Contract (1 or 2 years)
Location	Melbourne or Perth preferred (open to other locations)
Remote work	1-2 days per week in office or at in-person meetings; flexible to work remotely other days
Travel Frequency	Regular travel to schools, conferences and events, including interstate
Start date	Immediate

Job Overview
As School Partnerships Lead, you will grow the number of schools – and students – benefiting from Teach Well’s programs across Australia. You will grow participation in our professional learning programs by building trusted relationships with schools across the country, understanding their priorities and helping them identify and access the right support. You will work as part of a high-performing team, developing a deep understanding of Teach Well’s programs and helping school leaders make informed decisions about professional learning. You will take responsibility for converting school enquiries and qualified leads into enrolments, confidently leading sales conversations via phone, video and in person, identifying needs, addressing objections and progressing opportunities through to a clear decision. You will be accountable for achieving agreed enrolment, conversion and revenue targets. You will also develop ongoing school relationships, identify case studies to feature, and coordinate the enrolment processes that help schools move smoothly from initial interest to participation. You will play a central role in making sure our programs reach the schools that stand to benefit most, including through philanthropically supported places.

About Teach Well
Teach Well is a national education organisation that partners with schools, systems and educators to improve teaching quality and student outcomes, particularly in priority and disadvantaged contexts. We design and deliver evidence-informed professional learning for teachers and school leaders, grounded in high-impact instructional practice and real classroom application.

Our programs combine expert facilitation, practical tools, coaching and community-building to support educators to translate research into everyday practice. Teach Well works across government, Catholic and independent systems, and collaborates closely with school leaders, education systems and philanthropic partners to deliver impact at scale.

Teach Well is an independent social enterprise and is part of the Impact Education Group.

Why Join Teach Well?

- Directly expand the number of teachers and students reached by evidence-based professional learning
- Work with school and system leaders across Australia
- Shape how Teach Well grows its partnerships
- Join a highly collaborative, intellectually rigorous team

Key Accountabilities & Impact

This role is not limited to the accountabilities listed and may include additional responsibilities that drive impact and support our goals as needed:

- **Grow school participation** in Teach Well's programs, meeting agreed enrolment targets across regions and programs
- **Build relationships with school and system leaders**, understanding their priorities and matching them with the right Teach Well offering
- **Own the school engagement pipeline**, from outreach through to enrolment, using our CRM to track progress
- **Convert qualified marketing-generated leads and school enquiries into enrolments** through timely, consultative sales conversations and disciplined follow-up.
- **Represent Teach Well** at conferences and other engagements
- **Work closely with the Chief Marketing Officer (CMO)**, who is responsible for generating leads, to ensure a clear handover of enquiries and timely, tailored follow-up. Share feedback on lead quality, conversion and school needs to inform future marketing activity.
- **Confidently lead sales conversations via phone, video and face-to-face meetings**, navigating objections, multiple stakeholders and school decision-making processes to progress opportunities towards enrolment.
- **Work with the Operations Manager** to ensure a seamless handover from enrolment to delivery
- **Bring school insight back into Teach Well**, sharing what schools need to inform program design and strategy
- Report regularly on pipeline, enrolments and forecasts to the Managing Director

Detailed Responsibilities

School engagement and enrolment

- Manage incoming enquiries and proactively contact schools that have expressed interest in Teach Well, using phone, email and online meetings
- Ask thoughtful questions, listen carefully and understand each school's priorities, professional learning needs and practical constraints
- Develop a thorough understanding of Teach Well's programs, including their approach, audience, commitments, eligibility and pricing, and explain these clearly to schools
- Recommend suitable programs, prepare information and proposals within agreed parameters, and involve Program Leads where specialist advice is needed
- Follow up consistently, address questions and barriers, agree clear next steps and support schools to make enrolment decisions
- Work towards agreed enrolment and revenue targets, prioritising opportunities around program dates and available places
- Lead consultative sales conversations via phone, video and in-person meetings, confidently communicating Teach Well's value and recommending the most appropriate program.
- Actively progress qualified opportunities towards a decision, including handling objections, engaging relevant decision-makers, agreeing next steps and asking for commitment/enrolment.
- Take ownership of marketing-qualified leads once they meet agreed handover criteria, ensuring prompt personal follow-up and progression through the sales pipeline.

School partnerships and account development

- Maintain relationships with key contacts in participating and past schools
- Identify opportunities for additional teachers and leaders to participate in appropriate programs
- Encourage referrals and introductions, and develop new school relationships through agreed outreach and relevant events

CRM and enrolment coordination

- Keep HubSpot records current, including school contacts, needs, conversation notes, opportunity stages and next actions
- Maintain a clear pipeline and provide regular updates on enrolments, expected revenue, conversion rates and barriers to participation
- Coordinate school enrolment links and forms, registration information and booking details with the Operations team
- Ensure a clear handover of confirmed enrolments, commitments and relevant school context to Operations Program Leads
- Identify and resolve friction in the enquiry and enrolment process with the relevant team members
- Collaborate with the Chief Marketing Officer to ensure effective handover and follow-up of marketing-generated leads, sharing insights on school needs and conversion to improve future campaigns.

School stories and advocacy

- Identify schools and educators whose experiences can help others understand Teach Well's programs and impact
- Arrange interviews and gather information, quotations and examples for testimonials and case studies, obtaining appropriate permissions
- Work with marketing and Program Leads to develop accurate school stories and identify potential advocates and referees

Events and representation:

- Represent Teach Well at conferences, expos and principal association events
- Coordinate and co-present information sessions and webinars alongside Program Leads

School insights and cross team collaboration

- Share recurring school needs, questions, objections and feedback on program timing, pricing and participation requirements
- Work with marketing to improve enquiry follow-up, program information and school communications
- Collaborate with the Managing Director, Program Leads and Operations Manager to align school engagement with program priorities and capacity
- Represent Teach Well with professionalism and sound judgement, making commitments within agreed authority

Qualification & Experience

Essential:

- Demonstrated experience in consultative sales or business development, with responsibility for converting qualified leads and opportunities into customers/enrolments and achieving revenue targets.
- A proven ability to lead sales conversations, uncover needs, communicate value, handle objections and confidently progress opportunities through to a decision or close.
- Experience managing a sales pipeline and working to measurable conversion, enrolment and/or revenue targets.
- Confidence conducting sales conversations across phone, video and face-to-face meetings with senior decision-makers.
- Demonstrated ability to build trusted relationships, understand client or stakeholder needs and progress conversations towards agreed outcomes
- Confidence initiating phone conversations, following up opportunities and working towards participation or revenue targets
- Strong organisational skills and experience managing a pipeline of work against targets
- Commitment to Teach Well's purpose and evidence-informed approaches to improving teaching and student outcomes

- A current Working with Children Check and a Nationally Coordinated Criminal History Check
- Full driver's licence and willingness to travel

Desirable:

- Experience as a teacher or school leader, or providing services to Australian schools
- Experience in education partnerships, professional learning, curriculum, publishing, assessment or education technology
- An understanding of how schools make decisions about professional learning, including budgets, timelines and leadership priorities
- Experience using a CRM, ideally HubSpot, and reporting on pipeline progress

Capabilities

Capabilities we're looking for:

- Credibility and rapport with school leaders and teachers
- Strong listening and questioning skills, with curiosity about school needs
- Commercially minded and results-oriented, with the confidence and persistence to progress opportunities and close business.
- Commitment to educational equity
- Organised and data-informed, with strong follow-through
- Collaborative and team-oriented

How to Apply

Please apply through Ethical Jobs by 4pm, 13 November 2026. We are reviewing candidates on a rolling basis until this date.

- A business-style CV – limited to 3 pages. Please ensure you include two referees we can contact.
- A cover letter that addresses the Qualification & Experience and Capabilities sections of this job description – limited to 2 pages. This cover letter may also contain a concise picture of you as a whole person, outlining your qualities, achievements and ambitions.