

IGNITE Program Growth Manager – National

About IGNITE

IGNITE is a national, non-partisan 501c3 that is building a movement of young women who are ready and eager to become the next generation of political leaders. We offer civic education, exposure to elected women, hands on training and work opportunities, and a peer network of women who support each other's aspirations.

IGNITE Structure

IGNITE has a national office (located in Oakland, CA) that is responsible for:

- Developing and codifying IGNITE programs, packaging them and making them digitally available.
- Developing a national communications calendar (including social media) and writing all communications.
- Developing national partnerships.
- Working in partnership with staff to prepare individual, foundation and corporate proposals.
- Working in partnership with staff to raise individual contributions from supporters across the US.
- Securing corporate sponsorships to support national-scale work.
- Developing annual budgets and managing all agency resources.

Our California office is co-located with the national office and IGNITE staff collaborate across the country. So while this position reports to the Chief Program Officer, she will need to maintain positive, collaborative relationships with staff in other parts of the country. The Program Growth Manager will serve on the Programs Team and work in conjunction with state and national staff to advance IGNITE's mission.

Position Description

IGNITE is searching for a seasoned Program Growth Manager with over 3+ years of educational marketing and sales experience as well as strong program administrative experience to execute IGNITE's programmatic growth via licensing of our K-12 curriculum resources and launching our individual online platform:

- Market IGNITE's K-12 curriculum resources and individual user platform nationally to educators, after-school programs and summer camps
- Acquire services for new and existing clients and convert marketing leads into curriculum licenses and program registration
- Work with the Programs Team to deliver training for licensees
- Manage license agreements and ensure revenue stream - work with school administrators to assess needs.
- Partner with administrators on solutions that ensure their online or blended learning program is a success.
- Manage the online individual user platform

Market IGNITE curriculum resources & online platform (35-50%)

- Acquire new clients through prospecting to identify and qualify new potential customers, virtual school programs and online public schools
- Develop leads through cold calling and referral channels to generate appointments and establish relationships
- Represent IGNITE at trade shows and share information on our products; prepare and conduct technical/product presentations and demonstrations
- Work with customers to understand their overall objectives and requirements; prepare a plan for each customer to identify how short and long term needs may be met
- Develop and implement strategies to maintain and/or expand sales nationally; close sales of prospective customers to meet sales goals
- Maintain new and existing account relationships through regular customer contact; advise of new products and service offerings, and obtain feedback on products

Program Management (35-40%)

- Work across departments to coordinate sales efforts with various key stakeholders on oftentimes complex and prolonged issues
- Serve as a point of escalation for issues or activities that the customer encounters during product utilization; take ownership of issues with professionalism and control
- Maintain complete and accurate client data in the appropriate systems on a timely basis to help ensure a clean knowledge transfer and hand-off of closed sales to Operations
- Effectively communicate with IGNITE team to provide reports on the budget and sales activity, forecasting the demand for product(s) within new communities; and providing feedback to marketing and product engineering teams for future products
- Contribute to the formal review process of all business activities in the assigned territories on at least a quarterly basis
- Work with the Programs Team to update curriculum and content for educators
- Work with the Programs Team to design delivery for training
- Coordinate all training for licenses
- Manage the license and payment process
- Ensure that licensed partners complete IGNITE enrollment forms and programmatic evaluations
- Work with the licensed partners for regional events and conferences
- Manage the daily use of the online platform for optimal engagement of the individual users
- Work with the Programs Team to update and develop curriculum and content for the individual user
- Manage the individual user payment process
- Ensure that all individual users complete IGNITE's enrollment and program evaluation forms each year
- Make updates to the platform and serve as the liaison with Canvas

Travel

- IGNITE will send staff to represent the organization at a variety of events, meetings or convenings.

Program Evaluation (10%)

- Work with Chief Program Officer to develop evaluative measures to define and determine programmatic success
- Work with Programs team to create, develop and administer evaluative mechanisms

Fundraising and Communications (5%)

- Support National team in relevant fundraising campaigns throughout the year
- Work with communications team and Chief Program Officer to develop content for K-12 curriculum AND online platform webpage on IGNITE website

Other Administrative Duties (5%)

- Support IGNITE National as needed
- Support IGNITE fundraising efforts as needed

Qualifications

- Bachelor's degree or equivalent experience preferred, degree in sales, marketing, communications, nonprofit management, education or related field a plus
- Three (3) years of experience working with (not in) K-12 school districts and/or school administration
- Team player, able to work well across the organization on complex issues
- Knowledge of the K-12 education industry
- Proven outside sales experience prospecting and closing contracts with school district administration(s)
- Measurable success in acquiring new business and enhancing current clients
- Previous experience using a Customer Relationship Management application
- Strong project management skills with prior experience managing complex and/or multifaceted programs with measurable successes and program growth
- Strong communication, administration, organization, coordination and analytical skills essential
- Ability to build and sustain mutually beneficial relationships with multiple, diverse constituents
- Excellent verbal, interpersonal and written communication skills
- Computer literate, fully proficient with MS Office suite, above average knowledge and proficiency with social media applications (Facebook, Twitter, Instagram) a plus
- An affinity for working with a culturally and politically diverse community
- Ability to physically bend, push, stand and walk; must be able upon occasion to move or lift approximately 25 pounds