



## Opportunity: ImBlaze Growth Manager

### **About the Role/Purpose**

Join Big Picture Learning as the ImBlaze Growth Manager and lead the charge to scale a product that directly advances student agency and workforce readiness. This is a high-impact, cross-functional role for a strategic seller who combines EdTech domain expertise, Salesforce fluency, and a commitment to equitable education. You will co-create and execute ImBlaze's multi-year growth plan – owning pipeline expansion across K-12 districts, independent software vendors (ISVs), and out-of-school partners; strengthening CRM-driven processes; and building repeatable, mission-aligned sales processes that convert interest into long-term partnerships.

### **About Big Picture Learning**

At Big Picture Learning, we believe every student should be the author of their own education and future. For decades, BPL has led a national movement to reimagine schooling through student-centered, real-world learning that focuses on mentorship, equity, and meaningful interest exploration. We are practitioners who design and scale innovative educational models: we listen to students and communities, move quickly from ideas to practice, and measure success by how we expand opportunity for learners. Working here means being part of a high-performing, mission-driven team where practical creativity, collaboration, and deep respect for learners guide everything we do.

### **About ImBlaze**

[ImBlaze](#) is Big Picture Learning's mobile and web platform that connects students, educators, and employers to create, manage, and scale interest-driven real world learning. Built on Salesforce, ImBlaze streamlines mentor matching, placement and attendance tracking, student communications and engagement, and outcome reporting and analytics so schools, districts, and workforce programs can run consistent, equitable work-based learning at scale. Today ImBlaze supports 200+ currently active implementations, reaches more than 74,000 users, and powers deep student engagement – logging over 750,000 student internship days and more than 3.4 million student internship hours to date. These metrics reflect both the platform's breadth in school and user reach and its depth in the substantial time students spend in authentic work experiences. With a large addressable market across districts, out-of-school providers, and vendor partners, ImBlaze is poised for rapid, mission-driven growth – ready for the right growth strategist to lead the next chapter of scaled impact.

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

- **Co-develop and execute a multi-year revenue generation strategy** with the Senior Digital Partnership Manager and other colleagues, including strategies across all sales channels (i.e.: direct to schools, districts, [ISV](#), outside of school programs).

- **Revenue Growth Leadership:** Advance earned revenue goals in support of platform sustainability and impact by developing, curating, and closing opportunities across ImBlaze's sales channels. The goal is to increase new earned revenue growth.
- **Lead Generation & Marketing Alignment:** Collaborate with the Partnerships/Marketing 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 lead flow. Build ImBlaze's partnership pipeline, identifying high-potential schools, districts, states, and nonprofits partners.
- **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 and core organizational strategic values.
- **Salesforce CRM Leadership:** Maintain Salesforce data integrity. Lead efforts with outside consultants to improve our CRM design.
- **Market Engagement:** Leverage deep knowledge of the education and EdTech markets, including K-12 procurement processes, to position ImBlaze competitively while supporting sustainable, mission-aligned earned revenue.
- **Representation & Networking:** Represent ImBlaze at conferences and events to expand visibility, generate revenue opportunities, and strengthen relationships with partners.
- Willingness to travel approximately 4-6 days per month. (in addition to standard all-staff BPL travel).

#### **Qualifications, Requirements, and Skills:**

- A bachelor's degree could be beneficial or a 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 experience in sales, business development, or partnership management, ideally with a proven record of meeting earned-revenue goals in mission-driven or education-focused environments.
- **Sales & Revenue Growth Skills:** Proven ability to generate new business, nurture long-cycle opportunities, and convert them to successful signed partners that support organizational sustainability.
- **Salesforce Proficiency:** Demonstrated expertise in Salesforce CRM for managing leads, opportunities, forecasting, and reporting on revenue outcomes.
- 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, and Mailchimp (and/or similar tools) for communications. Must be comfortable using emerging technologies and consider themselves a 'tech native' and have comfort learning new digital tools.
- Commitment to continuous improvement, a relentless approach to growth and learning, and an openness to constructive critical feedback

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.

### **Organizational Skills**

- 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.
- Collegial and empathetic approach to working with others, while bringing a creative, flexible and thoughtful approach to your work

### **Application Process and Timeline:**

Confidential inquiries are welcomed. Applications will be reviewed on a rolling basis with a final deadline of EOD on Monday, February 16th, 2026.

### **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 ( $\leq$  2 pages)
2. Resume/CV
3. List  $\geq$  2 Professional References

**Location:** Remote (based in USA)

**Reports to:** Director of Digital Innovation

**Compensation:** This role includes a base starting salary of **\$101,750**. Additional incentive compensation may be available and would be tied to the successful achievement of defined sales benchmarks. Details of the incentive plan will be shared during the interview process. Compensation also includes an exceptional benefits package (below).

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 initial base starting 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.
- Coverage of TSA Pre-Check, CLEAR or Global Entry enrollment fees
- Reimbursement for approved organizational travel

#### **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](http://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, families, 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.

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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.

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