

Institutional Partnerships Lead

Job Description

Department: Impact & Growth

Reports To: Sr. Director of Programs and Operations

FLSA Status: Full-Time, Exempt

Pay Band: 3

Updated: November 2025

About CodeVA

CodeVA is a thought leader in the K-12 education community, developing and delivering engaging computer science content for learners and educators. We are a remote 501(c)(3) non-profit organization, committed to retaining the core values that align our work with the organization's mission. CodeVA is committed to equitably supporting learners and educators, building sustainable and collaborative communities, and employing creativity and problem-solving to navigate the changing educational landscape. Our funders and partners include Amazon, Capital One, Google, Meta, The Commonwealth of Virginia, The National Science Foundation, and many others who recognize the need for a computer science-ready workforce.

Position Summary

The Institutional Partnerships Lead develops and manages large-scale relationships with schools, districts, regional service agencies, and state-level education partners that expand access to CodeVA programs and services. This role bridges program impact with revenue growth by cultivating long-term institutional contracts, identifying new partnership opportunities, and guiding organizations through adoption and implementation. The Institutional Partnerships Lead collaborates across departments to ensure CodeVA's mission-driven initiatives align with partner needs and education policy priorities.



Job Responsibilities

Enterprise Sales & Partnership Acquisition (Business Development)

- **Public Sector Pipeline Stewardship:** Lead and manage the full relationship cycle for large institutional agreements, from initial procurement identification to final contract close.
- **Procurement Navigation:** Expertly navigate public sector sales mechanisms, including RFPs (Requests for Proposals), RFIs (Requests for Information), sole-source justifications, and multi-year contract negotiations.
- **Target Account Strategy:** Strategically identify and prioritize high-value institutional targets, including State Departments of Education (like VDOE counterparts in other states), urban and rural school districts, and regional Educational Service Agencies (ESAs).
- **Funding Alignment:** Become the internal expert on federal and state education funding streams (e.g., ESSER, Title I, IDEA) to help districts and state agencies align our product with available budgets and policy mandates.
- **Relationship Building:** Cultivate deep, trust-based relationships with key decision-makers, including Superintendents, Chief Academic Officers, Chief Technology Officers, and State Education Policy leaders.

Institutional Product Marketing

- **Solution Design:** Collaborate directly with the Product Team to ensure our EdTech solution meets the rigorous technical, privacy (FERPA/COPPA), and pedagogical requirements of large school districts and state systems.
- **Evidence & Impact Materials:** Develop clear, evidence-informed narratives (briefs, white papers, presentations) that demonstrate the product's alignment with state curriculum standards and measurable student outcomes.
- **Sales Enablement:** Craft a library of institutional sales assets, including compliance checklists, implementation plans, and district-facing ROI models (Return on Investment/Impact).
- **Market Intelligence:** Monitor legislative and policy changes at the state and federal levels to position the company for emerging mandates and funding opportunities proactively.



Account Management & Scale Strategy

- **Contract Management:** Provide oversight of major institutional agreements—supporting compliance, renewals, and expansion opportunities grounded in partner satisfaction and outcomes.
- **Implementation Oversight:** Work closely with the Customer Success Team to ensure successful, district-wide rollouts, high adoption rates, and robust data reporting.
- **Geographic Expansion:** Develop a scalable, repeatable playbook for entering new state markets, based on successful acquisition models in Virginia.

Internal Collaboration

At CodeVA, we prioritize cultivating a culture of cross-functional collaboration, as it is integral to effectively sharing and managing responsibilities. Internal collaboration is fundamental to creating a productive and cohesive work environment, enabling employees to leverage each other's skills and knowledge to achieve common goals. Success in this role is contingent upon demonstrating and fostering this skill set within the larger organization.

Job Qualifications

- **Experience:** 7+ years of progressive B2B/Enterprise sales experience, with a minimum of 3 years selling software/technology directly into the K-12 or State Government education sector.
- **Procurement Expertise:** Deep, verifiable experience navigating and successfully winning complex RFP and public sector procurement processes, including familiarity with educator purchasing cycles, adoption processes, and stakeholder engagement.
- **Stakeholder Fluency:** Demonstrated ability to communicate effectively and build credibility with school district leaders and government officials.
- **Education Sector Knowledge:** Strong understanding of the decision-making processes within schools, districts, and educational institutions, including familiarity with K-12 organizational structures, budget cycles, federal funding mechanisms (e.g., Title programs), and student data privacy compliance (FERPA).
- **Skills:** Exceptional presentation, negotiation, and strategic account planning skills. Proficiency with CRM and digital marketing tools (HubSpot preferred), as well as creative and productivity platforms such as Canva, Adobe Creative Suite, and Google Workspace.
- **Fully Remote Equipped:** Have the tools, skills, and mindset to thrive in a 100% remote company.
- **Travel:** Ability to travel regionally and nationally (up to 40% of the time) for sales meetings, negotiations, and industry conferences. Priority will be given to those able to maintain Virginia institutional relationships.



Physical Qualifications

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged periods of sitting at a desk and working at a computer.
- Reach with hands and arms.
- Occasionally, stand and walk.
- Occasionally lift up to 10 pounds.

Benefits and Salary

Salary: Competitive for product marketing and business development positions in the edtech social enterprise sector, to include base salary, commission, and strategic bonus.

CodeVA offers a generous benefits package for full-time eligible employees, including health insurance plans, fully covered dental insurance, vision insurance, life insurance, accidental death and dismemberment insurance, short-term and long-term disability insurance, as well as generous holiday, sick, and vacation pay.

Equal Opportunity Employment

At CodeVA we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. CodeVA believes that diversity and inclusion among our team is critical to our success as an organization, and we seek to recruit, develop and retain the most talented people from a diverse candidate pool.

