

## DIRECTOR OF SALES

### Hats & Ladders, Inc. | New York, NY

**Start date:** July, 2022

**Position Type:** Full-time

**Location:** Based in NYC (open to remote candidates)

### ABOUT US

Founded in 2016, Hats & Ladders, Inc. is a mission-driven EdTech company focused on helping all youth develop career thinking so they can feel more confident and better informed about their future choices. Our clients include youth development organizations and schools, primarily in New York City, Cleveland and Detroit. Our platform—developed with generous funding from the National Science Foundation and U.S. Department of Education—consists of a self-guided web-based app for teens and young adults that works in tandem with a web-based dashboard of resources for educators. Our team currently consists of 14 regular employees with a combined expertise in platform development, instructional design, curriculum development and implementation, client management, and research and evaluation.

### ABOUT THE OPPORTUNITY

As our organization's first **Director of Sales**, you will leverage your experience in procuring government and/or school contracts and/or selling educational software to drive our revenue growth and increase profitability. Developing a sales approach to bring our product to new and existing educational markets, you will lead the implementation of that approach by: building our sales capacity, improving our sales pipeline and processes, and actively selling Hats & Ladders to prospective clients. Your role will evolve as we grow, with the opportunity to build a team and shift more of your focus from "doing" to "managing." You will be a member of our senior leadership and will collaborate with our growing, creative, highly dynamic team.

### WHAT YOU WILL DO

#### Develop our Sales Approach

- Determine how to accelerate sales of our current software and services in existing markets such as Summer Youth Employment programs

- Identify our value proposition for new markets (starting with high schools and districts) and design an approach for determining market fit.
- Become an expert on how districts and schools allocate funding and approve purchases (e.g., what are the budget cycles, who makes the decision, what funding sources they rely on, what requirements they have, etc.).
- Build knowledge and relationships to lead decision-making on which procurement opportunities (government and school contracts) to pursue.
- Develop short- and long-term sales targets and metrics.
- Stay informed about our competitors, the market, funding trends, and state/local/federal opportunities.
- Partner with product and engineering colleagues in order to ensure that our product roadmap and growth strategy are strongly aligned.

### **Implement our Sales Strategy (aka, Sell!)**

- Be responsible for rapid expansion in defined markets: conducting outreach, co-developing collateral materials, identifying and attending appropriate conferences, providing demos, etc.
- Own full sales cycle from prospecting to closing with educators and administrators at all levels of the high school market.
- Improve on and manage our sales pipeline; from prospecting to proposals, contracting, commitment; to the “hand off” to our client success team.
- Select a CRM and improve our practices for managing contacts and conducting outreach.
- Collaborate with our Client Success and Product teams to identify customer pain points and requests.

### **Build our Sales Capacity**

- Develop a staffing plan to grow our sales team (over time) as we accelerate our sales and our opportunities.
- Build partnerships with companies that could enhance the delivery of Hats & Ladders to high school markets and SYEP programs (e.g., curriculum writers, career educators, data/analytics experts, MWBE companies, etc.)

### **WHAT YOU BRING**

#### **“Musts”**

- **A multi-year record of sales achievements, supported by performance data and metrics**
- Ability to discern and market product value for clients

- Proven ability to drive the sales process from planning to closing
- Curiosity, a growth mindset and an interest in experimentation and iteration
- An appetite for taking action and being hands on
- Experience managing customer relationships (both in real life and in a CRM)
- Motivated by a desire to create positive results for young adults and an exceptional experience for educators (as well as to make sales!)

#### ***“Pluses”***

- Deep knowledge of EdTech and the high school market, and existing strong relationships in both spaces
- Knowledge of the New York/Tri-State market, particularly New York BOCES districts
- Experience building, supervising, and inspiring a committed and effective team
- Experience with product driven growth approach
- Experience with products that focus on SEL and/or career readiness
- Experience responding to government and district-wide RFPs

## **INCLUSION MATTERS**

As an equal opportunity employer, Hats & Ladders, Inc., is committed to creating an inclusive, connected and diverse workplace. We seek candidates from a wide variety of backgrounds because it's the right thing to do *and* will make our company stronger. If you share our mission to build a sustainable social impact organization, you will find a place where your contributions are valued and rewarded.

## **WHAT WE OFFER**

- A fun, creative start-up that is growing fast
- Deeply collaborative team work environment
- Meaningful, mission-driven work
- A chance to help schools, CBOs and government agencies build a diverse talent pool pipeline by providing exposure and experience in a variety of careers and skills
- A competitive salary, including health benefits, flexible work schedules/location, 401k, sales incentives and more than a month of paid time off
- Tech stipend and/or company provided laptop
- A healthy and sustainable work-life balance
- Starting salary of \$100,000 - \$125,000 plus incentives

**TO APPLY**

Please apply with cover letter and resume to [careers@hatsandladders.com](mailto:careers@hatsandladders.com)