



New Tech Network

Growth Development Manager

Position Description

At New Tech Network (NTN), we empower educators to create more engaged schools—places where teaching feels joyful and learning feels energized. We offer professional learning that fuels creativity, strengthens teams, and sustains progress by combining actionable tools with meaningful support. Through whole-school transformation, guided pathways for focused change, and high-impact workshops, we've helped educators at over 350 schools feel confident, supported, and ready to build thriving school communities.

New Tech Network's Growth Development Manager will support efforts to grow our impact by managing the lead to opportunity sales operation. This position is part of the Growth and District Success team (GDS) and is an exciting opportunity to shape sales operations at NTN by optimizing lead flow in support of national and regional sales initiatives. The Manager will work with Growth Directors to provide operational support, lead segmentation and campaign management for inbound and outbound generated leads (OGL) efforts and work closely with the Senior Director of Marketing on lead nurturing, lead progression, and lead quality in the middle of the funnel. In addition, the Manager will lead the optimization of OGL campaigns and provide ongoing performance analysis of lead flow in response to campaigns.

LOCATION: Remote, with up to 20% travel

REPORTS TO: Managing Director, Growth & District Success

ESSENTIAL DUTIES AND RESPONSIBILITIES

Lead Management, Campaign Optimization, and Operational Support

- Design and implement multi-channel lead nurturing campaigns to progress leads to sales-ready opportunities, utilizing personalized sequences across cold calls, emails, LinkedIn (InMail and social selling), and video messages
- Manage and optimize outreach sequences, including A/B testing messaging to improve open rates, reply rates, and meeting conversions
- Engage in social selling and networking by sharing relevant content, interacting with prospects on social media, and leveraging connections for warmer introductions
- Maintain accurate records in Salesforce, generate performance dashboards, and provide market/product feedback to inform team strategy and product development





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- Develop and present performance reports outlining lead generation Key Performance Indicators (KPIs), bottlenecks, and actionable insights to enable faster conversions
- Ensure compliance with Telephone Consumer Protection Act (TCPA) and National Do Not Call Registry (DNC), and internal lead qualification standards across all campaigns
- Direct lead capture strategy at external conferences and events for NTN employees
- Support regional lead generation efforts with regional data mining, regional promotions, marketing campaigns, and local conference access
- Speak with accuracy, authority, and confidence about the key aspects of New Tech Network services and approach

JOB REQUIREMENTS

- Able to work and lead in a dynamic, fast-paced environment and develop strong relationships with various constituencies within and outside of the New Tech Network
- Strong people skills with the ability to motivate, excite, and educate internal and external stakeholders
- Superior organizational skills, detail-oriented, with the ability to prioritize and manage multiple workflows and goals
- Competitive spirit with the ability to self-direct and to initiate process improvements
- Strong problem-solving skills and ability to make data-driven decisions
- Excellent written and verbal communication skills, and ability to present to diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities
- Willingness to have fun! We take our work seriously and care deeply about our relationships
- Ability to travel periodically for conferences and company events (20%)

Preferred Qualifications

- 3-5+ years of experience in lead generation and/or affiliate marketing
- Bachelor's degree preferred; relevant experience takes priority
- Proven experience in optimizing lead performance, lead nurturing, and outbound lead generation campaigns
- Strong proficiency in Salesforce CRM platform and data mining software (Apollo, Zoominfo, etc.)
- Advanced skills in Excel and Google Sheets for data analysis and reporting
- Demonstrates a commitment and action to diversity, equity, and community





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CONTACT WITH OTHERS

Must be able to collaborate effectively with others on a regular basis. Those people include, but are not limited to, employees of all levels within the organization, community, district leaders and teachers, and members of other organizations, customers, vendors and visitors.

CONFIDENTIAL DATA

This position has access to sensitive and confidential information, and is trusted to maintain this information, files and documents properly. These documents include, but are not limited to, financial information, grant information, client proprietary information and other business related material. Failure to safeguard this information could result in loss of trust and reputation internally and externally.

PHYSICAL REQUIREMENTS

Low physical effort required to sit, stand at files, bend, stoop, lift, and walk. Maximum unassisted lift = 35lbs. Requires ability to use a keyboard, monitor, and calculator. Also requires the ability to communicate verbally, both in person and on the telephone.

WHAT WE OFFER

The salary range for this position is \$83,000 - \$87,000 per year with a final offer based on the candidate's professional experience and internal equity. In addition to the base salary, we offer:

- An opportunity for bonus compensation
- Comprehensive benefits including Medical, Dental, Vision, Health Savings Account, Flexible Spending Account, Short and Long Term Disability, Life and Accidental Death and Dismemberment Insurance (AD&D), Employee Assistance Program, Supplemental Accident & Critical Illness plans and 401(k) Retirement Plan

EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

New Tech Network is an equal opportunity employer. All applicants will receive consideration for employment, without regard to race, color, religion, creed, national origin, gender or gender-identity, age, marital status, sexual orientation, veteran status, disability, pregnancy or parental status, or any other basis prohibited by law.





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HOW TO APPLY

To apply for the Growth Development Manager position, please submit a resume and cover letter describing how your experience and skills match the responsibilities outlined above to hr@newtechnetwork.org. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role and we look forward to hearing from you!

All candidates will receive email notification about the status of their application when we complete our review process.

