

POSITION DESCRIPTION

Business Development Manager — Enterprise

Education Segment | TAFE & Universities (Australia)

Position title	Business Development Manager — Enterprise (Education)
Segment	Education — TAFE and Universities (Australia)
Mandate	New customer acquisition (new logo) only
Territory	National — Australia (defined patch to be confirmed)
Reports to	Head of Enterprise Sales
Location	Hybrid — with travel as required
Employment type	Full-time, permanent
Date	July 2026

Role Purpose

The Business Development Manager — Enterprise (Education) is a dedicated new-business (new logo) sales role responsible for winning net-new TAFE and University customers across Australia. This is a true hunter role: the focus is exclusively on identifying, engaging and closing new institutional customers for ReadyTech's Education platforms, mainly Ready Student.

Operating within Australia's higher education and vocational education sectors, the BDM will build and execute a territory strategy, develop multi-threaded relationships with senior stakeholders, and lead complex, consultative sales cycles from first contact through to signed contract. The successful candidate will work closely with ReadyTech's go-to-market team in Education and will operate with a high degree of autonomy.

Key Responsibilities

New Business Development

- Own the full new-logo sales cycle for Enterprise Education accounts - prospecting, qualification, solution development, commercial negotiation and close.
- Proactively identify and pursue net-new opportunities across TAFEs and Universities nationally, building a strong pipeline.
- Develop and execute a territory and account plan targeting priority institutions (patch to be confirmed).
- Achieve and exceed quarterly and annual new customer revenue (ACV/ARR) targets.

Stakeholder Engagement & Consultative Selling

- Build trusted relationships with senior decision-makers and influencers across academic, IT, procurement, finance and executive functions.
- Navigate complex, multi-stakeholder buying groups and lengthy procurement processes typical of the public and tertiary education sectors.
- Lead consultative, value-based conversations that connect ReadyTech's platform to institutional priorities such as student outcomes, operational efficiency, compliance and digital transformation.

- Respond to tenders, RFPs and RFQs, coordinating internal resources to produce compelling, competitive submissions.

Sales Execution & Pipeline Management

- Maintain accurate and disciplined pipeline, forecasting and activity records in the CRM [Salesforce].
- Provide accurate revenue forecasts and timely updates to sales leadership.
- Collaborate with pre-sales, product, marketing and customer success to develop tailored solutions and ensure smooth handover post-sale.
- Represent ReadyTech at sector events, conferences and industry forums to build brand presence and generate opportunities.

Market & Competitive Insight

- Develop deep knowledge of the Australian tertiary and vocational education landscape, including funding models, procurement frameworks and sector trends.
- Monitor competitor activity and feed market intelligence back to product and marketing to sharpen positioning.
- Contribute to the evolution of ReadyTech's Education go-to-market strategy as the segment scales.

Skills & Experience

Essential

- 5+ years' experience in B2B / enterprise software (SaaS) sales, with a consistent record of meeting or exceeding new-business targets.
- Demonstrated success closing complex, high-value deals with long sales cycles and multiple stakeholders.
- Proven hunter mindset — confident self-generating pipeline and opening doors at net-new accounts.
- Strong commercial acumen, negotiation skills and the ability to articulate value to both technical and executive audiences.
- Experience responding to formal tenders, RFPs and procurement processes.
- Disciplined use of CRM and sales methodology (e.g. MEDDIC, Challenger, Value Selling or similar).
- Excellent written and verbal communication and presentation skills.
- Self-motivated, autonomous and comfortable operating without a defined patch or established playbook.

Desirable

- Experience selling into the Education sector - TAFEs, Universities or the broader public sector - in Australia.
- Understanding of tertiary/vocational education funding, governance and procurement frameworks.
- Existing network of relationships across Australian Universities and/or TAFEs.
- Experience in an early-stage or scaling segment / new market entry.

Attributes

- Resilient, driven and outcomes-focused with a strong sense of ownership.
- Curious and consultative — listens first, then connects solutions to needs.
- Collaborative team player who brings the wider business along to win.

- High standard of accountability and professionalism, befitting engagement with public institutions.
- Willingness to travel domestically as required.