

POSITION DESCRIPTION

Business Development Manager

Education Segment | Large Private RTOs & Independent Higher Education (Australia)

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

Role Purpose

The Business Development Manager (Education) is a dedicated new-business (new logo) sales role responsible for winning net-new customers across Australia's large private Registered Training Organisations (RTOs) and independent (non-university) higher education providers. 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 private vocational and higher education sectors, the BDM will build and execute a territory strategy, develop multi-threaded relationships with senior stakeholders, and lead consultative sales cycles from first contact through to signed contract. This is a market under significant structural change — heightened ASQA/TEQSA regulation, the 2025 RTO Standards, ESOS obligations and international student caps are driving large private providers to pivot toward domestic growth, operational efficiency and compliance certainty — creating strong demand for technology that helps them do more with less. The successful candidate will work closely with ReadyTech's go-to-market team in Education and operate with a high degree of autonomy.

Key Responsibilities

New Business Development

- Own the full new-logo sales cycle for large private RTO and independent higher education accounts — prospecting, qualification, solution development, commercial negotiation and close.
- Proactively identify and pursue net-new opportunities across major private college groups and multi-brand providers nationally, building a strong, self-generated pipeline.
- Develop and execute a territory and account plan targeting priority private providers (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 — CEOs, CFOs, and heads of compliance, student experience, marketing and IT — across commercially run, often founder- or executive-led buying groups.
- Navigate multi-stakeholder buying committees and the faster, more commercial evaluation cycles typical of private providers (relative to public-sector procurement).
- Lead consultative, value-based conversations that connect ReadyTech's platform to provider priorities such as domestic enrolment growth, student outcomes, operational efficiency, compliance and margin protection.
- Build compelling, ROI-based business cases and respond to any commercial evaluations, proposals, coordinating internal resources to produce 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 (e.g. ITECA, IHEA) to build brand presence and generate opportunities.

Market & Competitive Insight

- Develop deep knowledge of the Australian private VET and higher education landscape, including the regulatory environment (ASQA, TEQSA, ESOS, RTO Standards), international student caps and their commercial impact on providers.
- 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 multiple stakeholders and considered buying processes.
- 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 building ROI-based business cases and responding to proposals, RFX or commercial evaluations.
- 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 — private RTOs, independent higher education providers or the broader tertiary/EdTech market — in Australia.
- Understanding of VET and higher education regulation, compliance and funding, and the commercial pressures facing private providers (including international student caps).
- Existing network of relationships across Australian private RTOs and/or independent higher education providers.
- 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 senior education leaders.
- Willingness to travel domestically as required.