

Business Development Manager (Schools)

Red Earth Organisation | Sydney

Help more Australian students learn on Country, from First Nations people.

Location	Sydney, with national travel
Reports to	CEO
Package	\$110,000 base + super + uncapped commission On-target earnings \$150,000–\$170,000+
Employment	Full-time 6 weeks paid annual leave + days in lieu
Travel	10–15 days a year on Country in our partner regions (Top End, Central Australia, Cape York, Hawkesbury, Lake Mungo), plus around 5 interstate trips for school presentations
Works with	Schools, Regional Delivery, Relationship Managers, Finance

About Red Earth

Red Earth designs cultural immersion programs with Traditional Owners and their families, who host school groups on their homelands. Students spend days on Country, learning directly from First Nations people, in places most Australians will never see.

Teachers routinely tell us it is the most significant thing their students do at school. Students come back changed: more grounded, more aware of this country, more capable of seeing beyond their own world.

We want more schools to have access to that, and more First Nations families to have the opportunity to host. That is what this role is for.

The role

You will own the school sales cycle end to end: finding new schools, building the relationship, running the meetings, writing the proposal, presenting to students and parents, getting a group together and then handing the client over to a Relationship Manager.

This is a long-cycle, consultative sale. Schools plan 12 to 24 months ahead, and a decision typically involves service learning coordinators, heads of year, deputy principals and finance. You need the patience and discipline for that, and the warmth to hold a relationship together across it.

There is a well-established product, a strong reputation with independent and Catholic schools around the country, and a delivery team that is very good at what it does. What we need is someone to open more doors.

What success looks like

In your first twelve months:

- 10-20 new schools committed to a program
- A clean, current pipeline in Dynamics that the business can forecast from
- Existing schools retained and expanded into additional year levels or regions

What you will do

Open doors

- Build and work targeted school lists across the states we serve
- Prospect by phone and email with genuine daily discipline
- Book meetings with the people who actually decide

Run the sale

- Lead discovery and follow-up meetings on your own
- Qualify fit, timing, budget and year level, and match schools to the right program
- Draft proposals in Canva from our standard pricing, and negotiate any variations with the relevant regional operations team
- Keep Dynamics current: contacts, activities, stage, probability, next action

Present

- Deliver Student Launches and Parent Information Evenings, in person and online, with confidence and warmth
- Follow up families and school staff to convert interest into applications

Hand over and improve

- Hand won programs to Finance and the Relationship Manager with a complete brief
- Bring structured school feedback back into our itineraries and materials

What you bring

- Consultative B2B sales experience with long decision cycles: selling into schools is ideal, but not essential if you have sold something considered and relationship-led
- Real outbound discipline: you are comfortable on the phone and you follow up
- A confident public speaker who can hold a hall of teenagers and a room of parents
- Strong writing, and pride in a well-made proposal
- Attention to detail and reliable follow-through
- Respect for the cultural weight of this work, and a genuine willingness to learn the protocols that come with it
- Confident with Microsoft 365 and a CRM (we use Dynamics 365)

Nice to have

- Background in education, school travel, outdoor education or community engagement
- Canva and PowerPoint skills for clean proposals and decks
- Existing relationships in the independent or Catholic school sector

Requirements

- Driver licence
- Able to obtain a Working With Children Check

Applying

We strongly encourage First Nations people to apply.

Send your CV and a short note — who you are, what you have sold, and why this one — to Arthur Alla at **arthur@redearth.edu.au**.

We review applications as they arrive, so earlier is better. The process is a phone conversation, an interview with the CEO, a short practical exercise, and reference checks.