

Dataspire

A smiling man with a beard, wearing a green shirt, is pointing towards a screen in a meeting. He is surrounded by other people whose hands are visible on the table. The background is a blurred office setting. A large blue circular graphic is overlaid on the top right of the image.

Role Profile:

Head of Education Strategy and Sales

Since our inception, the Dataspire team have always been passionate about education, almost as much as we're crazy about IT.

Our focus has been simple: to work in partnership with schools of all sizes in creating dependable and high-performing IT environments which ensure staff have total confidence in using ICT to deliver outstanding learning outcomes for their students.

Key Information

Company Details:

Dataspire Solutions, Lowry Mill, Lees Street, Manchester, M27 6DB

Role Location:

Head Office - Manchester, M27 6DB

Salary:

£65,000 - £75,000 dependent on experience

To Apply:

Please send your CV and a brief cover letter to:

careers@dataspire.co.uk

Purpose of the Role

This role exists to launch and grow DS ONE - our managed digital maturity and assurance service for UK schools and Multi-Academy Trusts - into a market that genuinely needs it.

You will work directly with the CEO and senior trust leaders to:

- Generate qualified opportunities and run the full sales cycle
- Present DS ONE credibly to MAT CEOs, CFOs and school SLTs
- Personally deliver the first cohort of reference customers
- Build the commercial and delivery team behind you as the service scales

This is not a maintenance role. You are launching something new and you are accountable for whether it succeeds.

Role Overview

We are looking for a senior commercial leader with deep credibility in the UK education sector, someone who has either worked inside schools or trusts at a senior level, or sold strategic services into them, or both.

You will own the launch of DS ONE end to end. In the first six months that means personally selling and shaping the proposition. Beyond that, it means building and leading the team that takes DS ONE to scale.

The role combines:

- Commercial leadership and revenue accountability
- Senior stakeholder engagement at MAT and school level
- Strategic shaping of the DS ONE proposition
- Team building and leadership as the service grows

Role Responsibilities

1. Pipeline Generation & Opportunity Creation

- Build qualified pipeline against the DS ONE Ideal Customer Profile, including:
 - Direct outreach to MAT CEOs, CFOs and school SLTs
 - Activation of CCS framework opportunities (RM6103, RM6098)
 - Sector events, conferences and trust networks
 - Referrals from existing Dataspire accounts and partners
 - Marketing-supported demand generation
- Work alongside marketing to shape campaigns, content and events
- Own the prospect list and the cadence of engagement

2. Selling & Closing

- Run the full commercial cycle from first conversation to signed contract
- Tailor the DS ONE pitch to:
 - MAT-level strategic priorities
 - School-specific risk and compliance pressures
 - Procurement realities (frameworks, governor approval, term cycles)
- Negotiate scope and commercial terms within agreed pricing parameters

3. Service Delivery & Client Outcomes

- Personally lead delivery of Strategy & Assurance work for the first cohort
- Translate the DS ONE methodology into credible client outputs
- Adapt the proposition based on:
 - What clients actually buy
 - Where the methodology breaks down in practice
 - What competitors and DfE expectations are doing
- Build the case studies and references that fuel future sales

4. Senior Stakeholder Credibility

- Operate as a peer with:
 - MAT Chief Executives
 - Trust Chief Operating and Financial Officers
 - Headteachers and School Business Managers
 - Translate digital and commercial decisions into:
- Trust-level risk
 - Educational and safeguarding impact
 - Board and ESFA-relevant language
 - Hold your position when challenged on cost, scope or methodology
- If senior leaders do not take you seriously in the room, the rest of the role does not work.

5. Commercial Expansion & Account Growth

- Identify follow-on improvement, infrastructure and assurance work within DS ONE clients
- Coordinate with Daspire delivery teams to scope and price proposals
- Drive renewal and retention of DS ONE subscriptions

6. Team & Function Building

- Document the playbook as you sell, so it can be transferred to the team you build
- Define, hire and lead the DS ONE commercial and delivery team (4–6 people across 18 months)
- Set the operating rhythm, KPIs and standards the team will be held to

Key Outcomes

Success in this role will be measured by:

- Signed DS ONE customers and contracted recurring revenue against agreed targets
- Quality of reference customers secured and case studies produced
- Pipeline coverage and conversion rates against the DS ONE ICP
- Expansion revenue and retention within the DS ONE client base
- Credibility of the proposition with MAT and school leadership in the market
- A documented, transferable playbook and the team built to deliver it

Experience Required

- Senior commercial or leadership experience in or selling into UK education
- Track record of carrying and hitting a number on advisory or managed services
- Strong working understanding of:
 - Digital and IT estates within schools and trusts
 - Cybersecurity, safeguarding and DfE digital standards
 - MIS, cloud platforms (Microsoft 365, Google Workspace) and edtech
- Proven ability to:
 - Open senior conversations from a standing start

- Influence MAT CEOs, CFOs and Headteachers as a peer
- Build commercial functions, not just sell within them

Person Profile

You are:

- Senior, credible and comfortable in MAT boardrooms
- Commercially literate
- Comfortable building from zero and accountable for the outcome

You are not:

- A pure account manager looking after a warm book
- A consultant who wants someone else to find the deals
- Someone who needs a finished playbook before they will start

How to Apply

If you have the experience, commercial focus, and leadership capability this role demands, we would welcome an application. Please send your CV and a covering note outlining your suitability to careers@dataspire.co.uk.

Dataspire is a Mental Health at Work Committed organisation and a Disability Confident employer. We encourage applications from all suitably qualified candidates and are committed to an inclusive recruitment process.