



Which EdTech career path is right for you?

- Learn about entry-level EdTech roles
- Decode jargon-filled job descriptions
- Identify your teacher superpowers
- Find the best fit for you!

What are your teacher superpowers?



THE COOL CUCUMBER

Do you stay calm under pressure? Do you have a high tolerance for negative interactions, and would others describe you as patient?



THE RELATIONSHIP BUILDER

Do you love getting to know students and their families each school year? Do you want a job with lots of social interaction?



THE RESEARCHER

Do you stay on top of the latest educational trends? Do you generally enjoy diving into data and trying new tools to help students learn?



THE CLEAR COMMUNICATOR

Do you enjoy word-smithing your lesson plans? Does it come naturally to deliver crisp instructions to your students?



THE DETAIL MASTER

Do you like thinking through the "little things" in your classroom (e.g. routines for turning in work)? Do you consider yourself detail-oriented?



THE DESIGNER

Does unit planning fill you with excitement rather than dread? Do you enjoy finding creative ways to deliver content?



THE MASTER MULTITASKER

Do you enjoy the chaotic nature of a teaching schedule and "wearing many hats?" Is it easy for you to stay organized?



THE HUSTLER

Are you a competitive person who likes striving for measurable goals? Are you persistent in the face of setbacks?



THE DETECTIVE

Do you excel at figuring out why students are stuck, and how to guide them toward success?

FROM TEACHING TO...

Sales

Entry-level sales executives reach out to potential customers to generate interest.

As you advance in your career, you make sales of your own to meet quotas. This field is a great fit for outgoing and competitive former teachers who want to work directly with customers.



Decode the Job Description

ENTRY-LEVEL COMPENSATION

- ~\$40,000-\$75,000/yr (varies by region and company)
- Sales compensation usually includes both a base salary and a commission that depends on your performance.

ENTRY-LEVEL JOB TITLES

- Sales Development Representative (SDR)
- Business Development Rep (BDR)
- Inbound Sales Representative
- Lead Development Rep.

JARGON BUSTER: "INBOUND" VS. "OUTBOUND" SALES

Inbound Salespeople get a list of potential customers who have already expressed interest. Outbound Salespeople generate leads by "cold-calling" or doing other kinds of outreach.



Teacher superpowers that transfer to this role



THE RELATIONSHIP BUILDER

You will spend most of your day talking to customers to learn more about their needs. Active listening and empathy are critical for success in both teaching and sales.



THE COOL CUCUMBER

The key to a successful Sales career is consistency. Regardless of what's going on in your world, you have to exude positive energy and bring your A-game every day. Sound familiar?



THE HUSTLER

Every sales person hears the word "no" more than "yes." Just like teachers can't give up after an unsuccessful class, you must keep hustling when you experience rejection.

FROM TEACHING TO...

Customer Success

As an entry-level Customer Success employee, your job can vary. At some companies, you might conduct training sessions to onboard new teachers. At others, you might communicate regularly with administrators to ensure they get the most out of the product. While you are not generally a sales person with a quota, you influence the customer's decision to renew at the end of the year.



Decode the Job Description

ENTRY-LEVEL COMPENSATION

~\$40,000-\$80,000 (varies by company and region)

ENTRY-LEVEL JOB TITLES

- Implementation Manager
- Client Training Specialist
- Customer Success Specialist
- Account Manager/Account Coordinator

ACCOUNT MANAGEMENT VS. CUSTOMER SUPPORT



"Customer Success" and "Customer Support" are used interchangeably at some companies. Read the job description to determine if you would be responsible for handling support tickets. If this is something you want, see the "Customer Support" page!



Teacher superpowers that transfer to this role



THE RELATIONSHIP BUILDER

In this role, you must build trust with each of your customers as quickly as possible to ensure they feel successful with your product.



THE COOL CUCUMBER

You will likely have to talk to unhappy customers and may face disappointment when accounts choose not to renew. It's important to maintain a cool head in this role.



THE CLEAR COMMUNICATOR

When you give trainings, send carefully-worded emails, or advocate for product changes to the rest of the company, your words must instill confidence without wasting time.



THE MASTER MULTITASKER

In the course of a day, you might need to email dozens of principals to follow up about their purchase, run a Zoom training with a group of teachers, and manage an over-flowing inbox!

FROM TEACHING TO...

Curriculum Development

Curriculum Developers create content for students. While positions do exist in education technology, you can also pursue this career path at a textbook or publishing company. This role is a great fit for former teachers who want to educate on a larger scale without the pressures of classroom management.



Decode the Job Description

ENTRY-LEVEL COMPENSATION

~\$40,000-\$93,000 (varies by company and region)

ENTRY-LEVEL JOB TITLES

- Curriculum Developer
- Curriculum Designer
- Content Writer
- Freelance Content Contributor (Part-time)



TRY IT PART-TIME FIRST!

The great thing about this career path is that you're already doing it. If you want to test the waters even more, many EdTech companies offer part-time, remote positions for content writers. You can also sell your resources on www.teacherspayteachers.com as a side gig!



Teacher superpowers that transfer to this role



THE DESIGNER

If you're ready to leave teaching but you love designing learning experiences that are naturally engaging and rigorous, this role might be for you.



THE RESEARCHER

Curriculum Designers must stay on top of ever-shifting educational trends to ensure content is appropriate for a wide audience. That could mean anything from aligning to state standards to screening for instances of cultural bias. It's the same thing you already do in your classroom, just on a larger scale.



THE DETAIL MASTER

Since you are designing content for a large audience, it's important to ensure everything you create is polished and accurate (and ready in advance of strict deadlines!) Note this job usually requires both quantity and quality of output.

FROM TEACHING TO...

Learning & Development

Learning & Development (L&D) specialists work within the Human Resources team to create learning experiences for employees. They might onboard new hires, lead professional development sessions, or design online training courses. This role allows former teachers to continue educating but in a corporate context.



Decode the Job Description

ENTRY-LEVEL COMPENSATION

~\$40,000-\$80,000/yr (varies by region and company)

ENTRY-LEVEL JOB TITLES

- Learning and Development Specialist
- Instructional Designer
- Corporate Trainer

LEARNING MANAGEMENT SYSTEMS

Trainers use Learning Management Systems to create online courses, similar to tools like Canvas or Schoology that you might use in the classroom.



[Talentlms.com](https://www.talentlms.com) is an LMS that offers free accounts: explore course templates and create one of your own.



Teacher superpowers that transfer to this role



THE DESIGNER

In this role, your primary responsibility is to create resources and design online courses. This is a great fit if you love finding creative ways to deliver content as a teacher.



THE CLEAR COMMUNICATOR

Because it's your job to help employees improve their skills and stay on top of important workplace guidelines, you must choose your words carefully (both during in-person trainings and in the written course materials you produce).



THE RESEARCHER

You must keep track of shifting workplace regulations to convey accurate and precise information to employees. You may also conduct internal research to evaluate program effectiveness.

FROM TEACHING TO...

Marketing

While exact job responsibilities depend on the type of marketing you do and the size of the company, marketers generally communicate value to customers through writing, advertising, and direct outreach. Your job is not to make sales but rather to feed the sales pipeline by promoting brand awareness, engagement, and loyalty.



Decode the Job Description

ENTRY-LEVEL COMPENSATION

- ~\$35,000-\$60,000/yr (varies by region and company)

ENTRY LEVEL MARKETING ROLES

Your responsibilities might include...

- **Content Marketing:** Create copy for blog posts, product announcements, or other customer-facing communications
- **Social Media Marketing:** Manage the company's social media presence by producing branded content on platforms like Instagram or Twitter.
- **Community Engagement and Outreach:** Build customer loyalty through community-building opportunities like moderated online forums, webinars, or special events.



Marketing can be a tricky field to break into without relevant education or experience. Look for "Associate" or "Specialist" roles or those labeled "entry-level."



Teacher superpowers that transfer to this role



THE CLEAR COMMUNICATOR

Whether you are managing a company's social media account or drafting a blog post to describe a new product feature, you must adopt the voice of your brand and ensure your message is precise and persuasive.



THE DESIGNER

If you enjoy crafting engaging ways to deliver information (maybe you enjoy "prettifying" your lesson plans or have experience sharing resources with a wider audience on sites like TeachersPayTeachers), marketing might be a fit.



THE RESEARCHER

Marketers must track the impact of their work so they know what to do differently next time. If you have fun experimenting with various teaching strategies and are comfortable with data, you could be a natural!

FROM TEACHING TO... Customer Support

As a Customer Support Representative, you help customers when they have problems or request additional guidance. This role is a good fit for empathetic and efficient former teachers, especially those who found themselves coaching other teachers about how to use new technology.



Decode the Job Description

ENTRY-LEVEL COMPENSATION

~\$35,000-\$60,000 (varies by company and region)

ENTRY-LEVEL JOB TITLES

- Customer Support Representative/Specialist
- Client Success Specialist



TECH SUPPORT & IT ROLES

Tech support roles require more background knowledge than less specialized customer support roles, and often pay more. If this interests you, you can pay for Google's IT certification or audit classes on Coursera for free



Teacher superpowers that transfer to this role



THE COOL CUCUMBER

The Support team interacts with people at their most confused, frustrated, or overwhelmed. Ideally, you are able to de-escalate negative interactions without taking them personally.



THE CLEAR COMMUNICATOR

Customers are coming to you for help, so you must communicate answers quickly and with precision and accuracy.



THE MASTER MULTITASKER

In this role, you have to be comfortable with chaos and enjoy the challenge of handling multiple issues at once. The support inbox (or phone lines) rarely take a break!



THE DETECTIVE

Solving customer problems requires critical thinking and creativity -- as a teacher, you know how to apply multiple strategies to diagnose why a struggling student is stuck.

FROM TEACHING TO...

Recruiting

As a Recruiter, you are responsible for helping people find jobs. You might work for a specific company and oversee their hiring process, or work for a recruiting agency and have many different clients. Recruiters typically earn a base salary and a commission that depends on the number of hires they facilitate.



Decode the Job Description

ENTRY-LEVEL COMPENSATION

- ~\$40,000-\$90,000/yr (varies by company and region)

ENTRY-LEVEL JOB TITLES

- Recruiter
- Talent Scout
- Staffing/Hiring Specialist

IN HOUSE RECRUITING VS. AGENCY RECRUITING



Most smaller EdTech startups do not have a dedicated "in house" hiring team. You can look at larger EdTech companies or entry-level roles at hiring agencies outside of EdTech!



Teacher superpowers that transfer to this role



THE CLEAR COMMUNICATOR

Recruiters conduct interviews, craft emails, and write job descriptions while candidates hang on your every word.



THE RELATIONSHIP BUILDER

Recruiters must show that they understand and care about their candidates' needs, requiring a teacher's empathy and curiosity!



THE DETAIL MASTER

The stakes are high in recruiting (as in teaching), and mistakes can damage the company's credibility. Precision is vital.



THE HUSTLER

It takes time and persistence to find the right fit for a role. Recruiters can't be shy about following up, and can't get discouraged when a match doesn't pan out.



Which flavor of Customer Success is right for you?

Customer Success roles vary substantially from company to company (and from role to role within the same company!) Which flavor sounds most interesting to you?



All About Onboarding

KEYWORDS: *implementation, training, onboarding, setup, activation*

- You onboard schools to the product and assist them with any technical challenges that arise during setup. You might also deliver trainings to help them find value as quickly as possible.
- Your success might be measured in terms of the # of customers who *activate*, or start using the product within a defined amount of time.



Everything Engagement

KEYWORDS: *usage, engagement, solutions, consultant, professional services*

- Your primary goal is to ensure customers are using the product consistently and successfully.
- You might partner with a smaller caseload on an ongoing basis to deeply understand their needs and problems. Alternatively, you might be "lighter touch" with thousands of customers, using data to understand which activities are highest value and sending email communications to promote best practices.



Renewals Warrior

KEYWORDS: *Account Management, sales, quota, renewal, churn*

- Your primary goal is to identify at-risk customers, address their objections so they renew their subscriptions, and upsell happy customers with new features or products.
- Customer Success roles like these generally carry quotas. Your commission depends on your ability to hit renewals targets.



All Around CSM (some combination of the above!)

And remember, you can't always infer the role's flavor from its title or job description. Ask lots of questions during the interview process, like...

- *How is MY success measured? Do I have a quota?*
- *Who do I report to? What department am I in?*
- *How many customers do I support at a time, and who do I partner with to support those customers?*
- *Which part of the customer journey do I prioritize?*