
2025

HIREEducation
Salary
Report



PreK to Grey Products & Services
Building the Future of Education & Work



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Introduction

At HireEducation, we believe that great teams power great missions. Since 2010, we've been dedicated to helping education organizations build high-impact teams, Pre-K to Grey. Our work connects top talent with organizations that are shaping the future of learning—whether they're driving innovation in EdTech, expanding access to education through policy advocacy, reimagining career pathways, or researching the best ways to combat illiteracy.

HireEducation takes a 360-degree approach to envisioning the learning landscape, partnering with organizations that support learners from PreK through Workforce Development. We work with nonprofits, for-profits, and B Corps at every stage of growth – from emerging startups to publicly-traded industry leaders. Our expertise spans many functional areas, including executive leadership, sales, marketing, operations, and product, ensuring that mission-driven organizations have the right talent to thrive in an evolving education ecosystem.

As part of our commitment to advancing the field, we're excited to introduce our inaugural HireEducation Salary Report—a data-driven analysis of compensation trends in the education products and services sector. This report is based on salary expectations gathered during over 2,600 interviews with candidates across the industry, offering unique insights into what it truly takes to attract and retain top performers.

Our goal is to equip both hiring managers and job seekers with actionable intelligence on salary trends by role level (Leadership vs. Functional Operators), function (e.g., Sales, Marketing, Operations, Product), and geography (U.S. regions). With a sector as dynamic as education, having a clear understanding of compensation benchmarks is key to making informed hiring decisions and staying competitive in the talent market.

If you're looking to build a world-class team, HireEducation is here to help. We offer executive search, recruiting partnerships, and tailored talent solutions to ensure you hire the right leaders for your mission. To learn more about how we can support your hiring strategy, visit HireEdu.com or reach out directly.

Let's build the future of education—one great hire at a time.



The Sector

Education Products & Services:

A Unique Landscape

At HireEducation, we specialize in a sector that can be difficult to define. We work with companies that develop the products, services, and technologies that power educational institutions and lifelong learning. This industry spans a wide range of businesses, intersecting with nearly every other sector—technology, finance, construction, consumer products, security, and more. Even major corporations with no direct ties to education often have dedicated education divisions.


The Role of Technology in Education

A significant portion of our clients qualify as EdTech companies. Many of these organizations develop Software-as-a-Service (SaaS) cloud-based learning platforms, e-learning tools, and digital curriculum solutions. Emerging technologies like artificial intelligence (AI) and virtual and augmented reality (VR/AR) are transforming how students engage with content, from adaptive learning systems to immersive simulations. Others provide tech-enabled services, using software to enhance and manage offerings such as professional development, student support, and administrative operations.

Beyond Technology:

Publishing, Infrastructure & Services

While technology plays a critical role, the sector extends far beyond digital tools. Traditional publishing remains an important part of the ecosystem, evolving from textbooks and consumables to interactive, digital learning experiences.



Education also depends on physical infrastructure and essential services. Companies in this space provide labs, lab equipment, classroom furniture, security systems, and other foundational elements that support learning environments. Additionally, the sector includes pure managed services, such as tutoring, speech therapy, special education support, and other direct-to-learner interventions. Many of these organizations leverage technology to scale their impact, but their core offerings remain deeply human-centered.

Blurring the Lines Between Nonprofit & For-Profit

One of the defining characteristics of this space is the fluid relationship between nonprofit and for-profit organizations. Many mission-driven companies are certified B-Corps or operate philanthropic foundations alongside their commercial ventures. Likewise, many nonprofits generate revenue through products and services rather than relying solely on government or philanthropic funding.

Mission-Driven at the Core

Regardless of their business model or product, companies and professionals in this sector share a common thread: a deep commitment to education. This mission-first focus is what defines the education products and services sector—and why we at HireEducation are proud to support the organizations and leaders shaping its future.

Methodology

At HireEducation, we know that accurate, well-structured data is critical when making important hiring decisions—especially in a field as diverse as education products and services. By focusing on the **compensation it takes to attract top talent**, rather than simply what the average worker earns, we believe our insights are uniquely positioned to help hiring managers attract the most experienced and well-aligned candidates in this impact-driven market.

Data Collection

From January 1, 2024, through December 31, 2024, we gathered salary expectations from a wide variety of candidates who engaged with HireEducation’s recruiters. During each qualifying interview, recruiters recorded pertinent details that would help us identify the candidate’s desired salary range and relevant background. We also sought information on role level (Leadership vs. Functional Operators), function (e.g., Sales, Marketing, Operations, Product), and region (aligned with U.S. geographic divisions).

This distinct method of collecting **target salaries** directly from candidates makes our dataset more **forward-looking** than a traditional survey of current compensation levels. Our respondents reflect a cross-section of professionals willing to consider a new opportunity under the right circumstances—and the compensation ranges they provided indicate **what it would take to secure their acceptance of a new role**.



Data Normalization and Cleaning

Because consistency and reliability are paramount to our analysis, we employed a structured approach to data normalization and cleaning.

First, we **standardized and consolidated job titles** to fit into predefined Role Categories (e.g., Sales, Product, Marketing, Operations, C-Suite). This step ensures that any nuanced differences in title wording do not skew our comparison—for instance, “Sales Development Representative” and “Business Development Representative” were combined when the responsibilities and experience levels overlapped significantly.

We then made sure to **filter out any roles that were clearly outside** our focus on PreK-Grey Education. Additionally, **outlier salaries** below \$30,000 or above \$999,999 were removed as unrealistic or unrepresentative. Finally, any record lacking essential data—such as a valid job title or region—was excluded. By removing incomplete or extreme entries, we enhanced the overall cleanliness and credibility of the final dataset.

The final dataset includes 2,586 unique responses from 2024, once we removed entries with missing critical information or outside of our target education subsectors. This sample size ensures a robust foundation to derive meaningful insights on compensation trends in education.

Next, we **aggregated geographical data** by mapping each state to one of five broad regions: **Northeast, Midwest, West, Southeast, and South Central**. This regional grouping allows hiring managers to quickly identify compensation differentials around the country and align their strategies accordingly.



	States
Northeast	Connecticut, District of Columbia, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont
Southeast	Florida, Georgia, North Carolina, South Carolina, Virginia, West Virginia
Midwest	Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, Ohio, South Dakota, Wisconsin
South Central	Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma, Tennessee, Texas
West	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming

Additionally, we segmented roles into two categories to highlight how compensation scales with responsibility:

- **Leadership** (e.g., Vice Presidents, C-suite)
- **Functional Operators** (e.g., Marketing Directors, Account Executives, Product Managers)

This distinction provides a clearer picture of how pay varies across organizational levels, helping hiring managers develop competitive offers tailored to both leadership and functional roles.

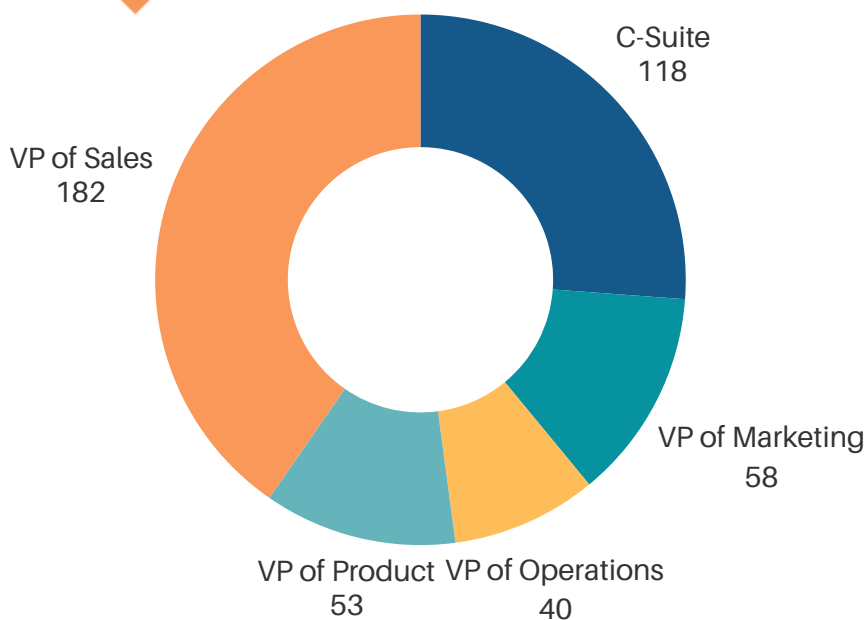
Data Analysis and Metrics

Once the dataset was fully cleansed and standardized, we began our analysis. For each role segment, we computed the **interquartile range (IQR)**, which captures the middle 50% of all reported salaries. This approach helps minimize the impact of any lingering outliers and makes the data more actionable for hiring managers. For roles in **Sales**, we also spotlighted **On-Target Earnings (OTE)**, the combination of base salary and variable compensation.

By combining robust data collection, rigorous cleaning, and sophisticated analysis techniques, this report delivers a comprehensive, current view of salary expectations in the education sector—empowering organizations to **attract and retain** top talent in an evolving hiring landscape.

Leadership Roles

C-Level Executives & Vice Presidents



In 2024, HireEducation interviewed 451 candidates holding leadership roles in the sector.

This section spotlights C-Level executives and Vice Presidents across Marketing, Operations, Product, and Sales. By isolating leadership data, hiring managers can more accurately gauge the competitive landscape for senior-level talent across the learning landscape.

The leadership data in this section underscores the premium placed on strategic oversight roles in education. Organizations seeking to hire and retain top-level talent should note the wide salary spreads, especially at the Vice President and C-Level tiers, and be prepared to offer competitive packages that factor in both market norms, stage of company, and regional demands.

Leadership:

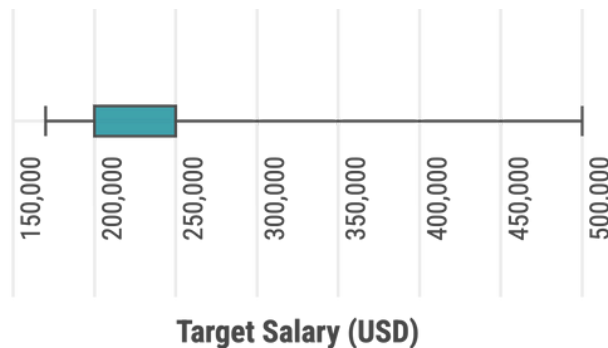
C-Suite

In the education products and services sector, C-suite executives hold the highest levels of responsibility for organizational leadership, strategic direction, and overall vision. These top-level executives are tasked with managing other leaders within the organization, driving key initiatives, and ensuring alignment with the company's mission and goals.

C-Suite Titles Include:

- Chief Executive Officer (CEO)
- Chief Operating Officer (COO)
- Chief Product Officer (CPO)
- Chief Marketing Officer (CMO)
- Chief Revenue Officer (CRO)
- Chief Financial Officer (CFO)
- Chief Technology Officer (CTO)

	Target Base Salary (USD)			OTE
	25th %ile	Median	75th %ile	Median
C-Suite (US-Based)	\$200,000	\$250,000	\$250,000	\$300,000



In 2024, our team interviewed 118 C-suite executives in the sector. While the reported target salaries spanned a wide range, the majority clustered around \$200,000-\$250,000, with a median On-Target Earnings (OTE) of \$300,000.

Our analysis reveals that leaders in C-suite roles command some of the highest salaries in the sector, with base salaries reaching up to \$500,000 and potential On-Target Earnings (OTE) as high as \$800,000.

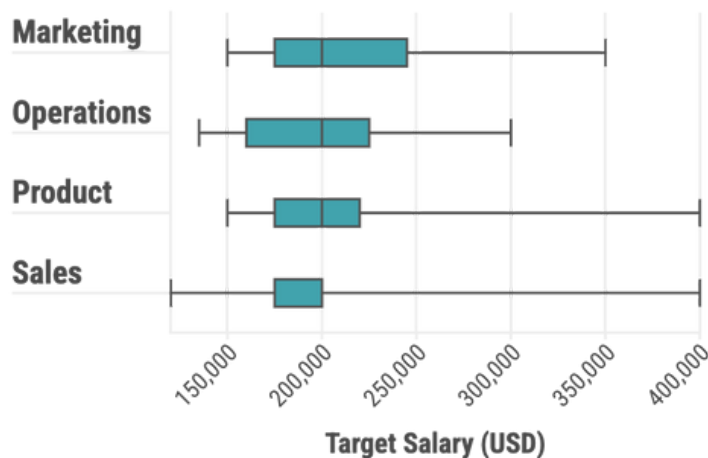
Leadership:

Vice Presidents

Vice President roles **bridge high-level strategy with execution**, ensuring cross-functional alignment across key business areas. These leaders are responsible for setting department-specific strategies, managing senior teams, and driving company-wide initiatives. While their scope varies by company size—ranging from hands-on leadership in startups to overseeing large teams in enterprises—all VPs play a critical role in scaling operations, optimizing performance, and achieving long-term organizational goals.

Our data set includes data from VP-level candidates in the **four core functional areas of Sales, Marketing, Product, and Operations**.

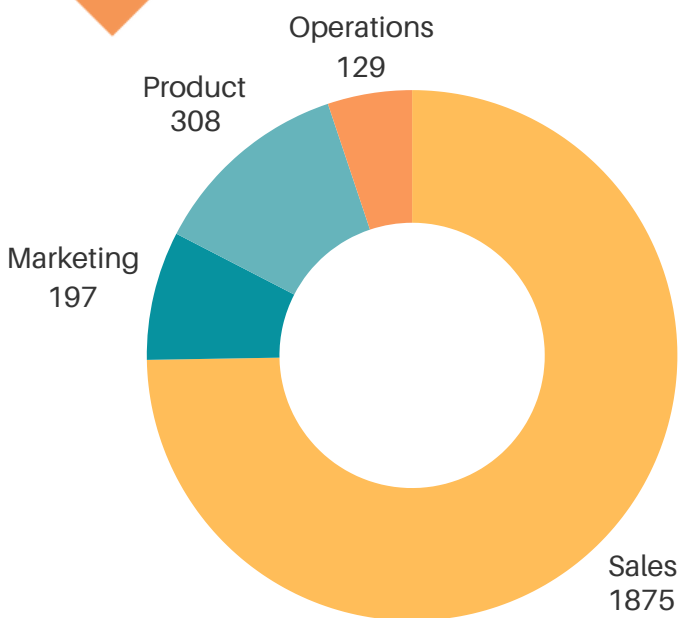
	Target Base Salary (USD)			OTE
	25th %ile	Median	75th %ile	Average
VP of Marketing	\$175,000	\$200,000	\$225,000	N/A
VP of Operations	\$160,000	\$197,000	\$200,000	N/A
VP of Product	\$175,000	\$200,000	\$210,000	N/A
VP of Sales	\$175,000	\$200,000	\$200,000	\$317,000



In 2024, our team interviewed 333 Vice Presidents in the sector. Across functions, we saw similar target salaries, with VPs of Operations reporting slightly lower target salaries than other functions. VPs of Sales were the only subcategory to consistently report variable compensation as a major part of their desired compensation packages, with a median On-Target Earnings (OTE) of \$317,000.

Functional Areas

Sales, Product, Marketing & Operations



In 2024, HireEducation interviewed 2,509 candidates with functional specialities in the sector, including 358 in leadership roles.

Among the core functions of a business, sales candidates dominate the dataset with over 1,600 total entries (across new business and renewals). Our emphasis in recruiting and interviewing these candidates reflects the demand for niche and high-performing talent in these key revenue-driving roles. Selling into the learning sector is complicated, making sales candidates the most nuanced and niche-specific talent pool in our database.

Sales Overview

Driving Revenue: New Business & Renewals

The sales team drives revenue growth by acquiring new customers and maintaining strong relationships with existing ones. It is typically divided into new business and renewals teams, working together to generate leads, close deals, and ensure long-term customer satisfaction. Through a mix of outbound prospecting, consultative selling, and relationship management, the team helps organizations maximize their impact and expand their reach.

	Target Base Salary (USD)			OTE
	25th %ile	Median	75th %ile	Median
VP of Sales	\$175,000	\$200,000	\$200,000	\$317,000
Director of Sales	\$150,000	\$150,000	\$160,000	\$250,000
Account Executive	\$100,000	\$115,000	\$125,000	\$200,000
Account Manager	\$100,000	\$115,000	\$128,750	\$185,000
Customer Success Representative	\$90,000	\$100,000	\$125,000	\$150,000
BDR/SDR	\$70,000	\$75,000	\$75,000	N/A



Sales Overview

Driving Revenue: New Business & Renewals

Sales organizations vary in structure, but most divide their efforts across two key stages of the client lifecycle: new business and renewals.

New Business Team

The new business team focuses on generating and closing new opportunities. Sales Development Representatives (SDRs) and Business Development Representatives (BDRs) identify and qualify leads, while Account Executives (AEs) engage prospects, negotiate terms, and secure new contracts. This team plays a vital role in expanding market presence, bringing in new revenue, and driving growth.

Renewals Team

The renewals team ensures customer retention and long-term success. Account Managers handle contract renewals and expansion opportunities, often carrying quotas, while Customer Success Managers focus on adoption, satisfaction, and proactive support. By maintaining strong relationships and delivering ongoing value, the renewals team reduces churn and maximizes customer lifetime value.

When considering the entire sales organization, salaries scale predictably with seniority, with VPs of Sales targeting the highest compensation and BDR/SDRs the lowest.

Median base salaries for both Account Executives and Account Managers sit at \$115K, though AEs typically command higher on-target earnings due to their focus on new business generation. The relatively narrow salary bands for roles like BDR/SDR and VP suggest more standardized compensation expectations, while mid-level roles show greater variability—likely driven by differences in experience, deal size, and individual performance.

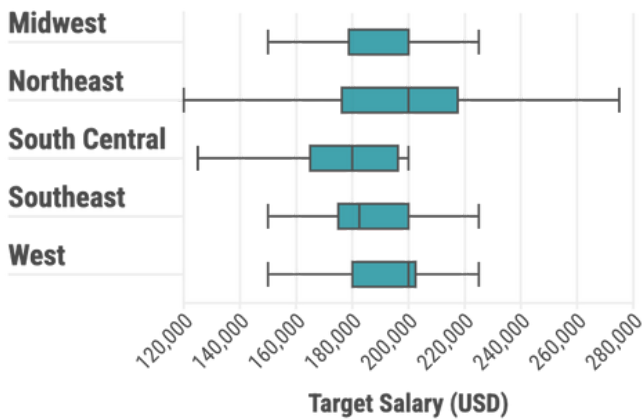
Sales Leadership

Vice President

The Vice President of Sales is responsible for driving revenue growth by setting and executing the overall sales strategy. This role oversees new business acquisition and often customer retention as well, ensuring alignment with organizational growth goals. Their focus includes hitting revenue targets, developing talent, and adapting strategies to the evolving education landscape.

VP of Sales by Region

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Midwest	\$178,750	\$200,000	\$200,000
Northeast	\$176,250	\$200,000	\$217,500
South Central	\$165,000	\$180,000	\$196,250
Southeast	\$175,000	\$182,500	\$200,000
West	\$180,000	\$200,000	\$202,500



VP of Sales by Subsector

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Early Childhood	\$175,000	\$200,000	\$200,000
Higher Ed	\$175,000	\$200,000	\$200,000
K12	\$175,000	\$190,000	\$200,000
Workforce	\$180,000	\$200,000	\$200,000



Regional and subsector breakdowns of sales leadership candidates revealed a fairly consistent target salary, with the northeast and south central regions demonstrating a much wider span.



Sales Leadership

Regional VPs & Directors of Sales

Candidates at the level of Director of Sales or Regional Vice President oversee the sales strategy and execution for their respective regions or divisions. They lead and mentor sales teams, drive revenue growth, and establish key performance indicators (KPIs). This role involves building relationships with potential clients, analyzing market trends, and collaborating with cross-functional teams to align sales initiatives with organizational goals.

Director of Sales by Region

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Midwest	\$150,000	\$150,000	\$167,500
Northeast	\$150,000	\$150,000	\$170,000
South Central	\$150,000	\$150,000	\$160,000
Southeast	\$150,000	\$150,000	\$160,000
West	\$150,000	\$150,000	\$160,000



Director of Sales by Subsector

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Early Childhood	\$150,000	\$150,000	\$160,000
Higher Ed	\$150,000	\$150,000	\$160,000
K12	\$150,000	\$150,000	\$160,000
Workforce	\$150,000	\$150,000	\$160,000



Similar to the VP profiles, directors of sales are looking for salaries in a fairly consistent band, with the northeast again displaying a wider span of values.



New Business: Account Executive

Account Executives, often referred to as "Hunters," are responsible for identifying and pursuing new business opportunities. They engage with prospects, conduct sales presentations, and negotiate contracts to close deals. Depending on the company, there could be several levels of AEs, often divided by the size accounts they are developing. They may be teamed up with a BDR or SDR, or they might be responsible for the entire sales funnel. By maintaining and closing a strong pipeline of leads, Account Executives play a critical role in driving revenue and expanding the company's market presence.

Account Executive by Region

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Midwest	\$100,000	\$115,000	\$125,000
Northeast	\$100,000	\$120,000	\$125,000
South Central	\$100,000	\$100,000	\$120,000
Southeast	\$100,000	\$110,000	\$125,000
West	\$100,000	\$120,000	\$130,000



Account Executive by Subsector

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Early Childhood	\$100,000	\$115,000	\$125,000
Higher Ed	\$100,000	\$120,000	\$130,000
K12	\$100,000	\$110,000	\$120,000
Workforce	\$100,000	\$115,000	\$125,000



Our analysis of Account Executives' desired salaries revealed significant variation, which aligns with the broad variations we see in quotas, deal sizes, and sales complexity across the sector.



New Business: BDR/SDR

Sales Development Representatives (SDRs) and Business Development Representatives (BDRs) are crucial for generating qualified leads through outreach efforts. Both roles require similar experience levels and responsibilities, but SDRs focus on qualifying inbound leads, while BDRs concentrate on outbound prospecting and creating new opportunities. They identify potential customers, conduct initial outreach, and qualify leads for Account Executives, ensuring a steady flow of opportunities while gathering insights into market needs and customer pain points.

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
BDR/SDR	\$70,000	\$75,000	\$75,000



At **HireEducation**, we rarely offer headhunting services for BDR/SDR roles due to the high fall-off risk and failure rate often associated with early-career hires. That said, most companies still require a strong outbound sales motion to complement their inbound marketing efforts.

To address this need, **HireEducation** now offers **Lead Generation Services**. We manage outbound cold-calling efforts and craft spam-avoiding, on-brand communications across multiple channels. This significantly reduces the investment required to drive more demos and leads for our clients.

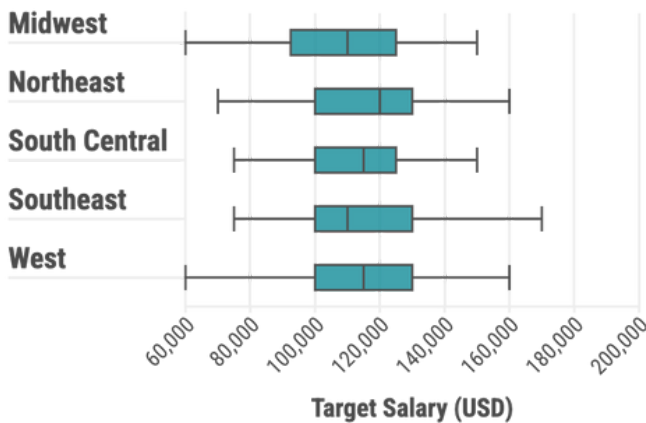
Interested in how this could work for your organization? Email us at info@hireedu.com.

Renewals: Account Managers

Account Managers, often referred to as "Farmers," are responsible for maintaining and nurturing relationships with existing clients, ensuring their satisfaction, and maximizing contract renewals. They typically carry quotas and work closely with clients to understand their needs, identify upselling/cross-selling opportunities, and provide solutions that enhance the customer experience. This role requires strong communication skills and a deep understanding of the company's offerings to drive retention and growth.

Account Manager by Region

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Midwest	\$92,500	\$110,000	\$125,000
Northeast	\$100,000	\$120,000	\$130,000
South Central	\$100,000	\$115,000	\$125,000
Southeast	\$100,000	\$110,000	\$130,000
West	\$100,000	\$115,000	\$130,000



Account Manager by Subsector

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Early Childhood	\$100,000	\$115,000	\$130,000
Higher Ed	\$100,000	\$120,000	\$130,000
K12	\$100,000	\$110,000	\$125,000
Workforce	\$100,000	\$120,000	\$130,000



Similar to Account Executives, Account Managers are seeking a wide range of salaries. This variation is largely dependent on a candidate's experience managing large accounts and their track record with upselling and cross-selling.



Renewals:

Customer Success Managers

Customer Success Managers focus on ensuring that clients achieve their desired outcomes while using the company's products or services. Unlike Account Managers, they do not usually carry quotas but are dedicated to fostering long-term relationships and driving customer satisfaction. They proactively engage with clients to address concerns, provide training, and offer support, ultimately aiming to increase retention and reduce churn.

CSM by Region

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Midwest	\$90,000	\$100,000	\$115,000
Northeast	\$88,750	\$120,000	\$130,000
South Central	\$90,000	\$100,000	\$130,000
Southeast	\$85,000	\$100,000	\$125,000
West	\$90,000	\$100,000	\$120,000



CSM by Subsector

	Target Base Salary (USD)		
	25th %ile	Median	75th %ile
Early Childhood	\$90,000	\$105,000	\$125,000
Higher Ed	\$90,000	\$110,000	\$125,000
K12	\$90,000	\$100,000	\$125,000
Workforce	\$90,000	\$110,000	\$125,000



Customer Success Managers (CSMs) are targeting a wide range of salaries, with regional and sector-specific trends. Higher median expectations in the Northeast and in sectors like Higher Ed most likely reflect market maturity and role complexity.



Product Overview

Building Tomorrow's Solutions

The Product Management function plays a critical role in shaping educational products, ensuring they align with market needs and business goals. Product teams oversee the entire product lifecycle—from research and development to launch and iteration—balancing user needs, technical feasibility, and strategic priorities. They work cross-functionally with engineering, design, marketing, and sales to drive innovation, improve user experience, and maintain competitive positioning. Strong product management ensures that education organizations can deliver impactful, scalable solutions that serve learners and institutions effectively.

	Target Base Salary		
	25th %ile	Median	75th %ile
VP of Product	\$175,000	\$200,000	\$220,000
Sr. Product Manager	\$150,000	\$160,000	\$175,000
Product Manager	\$105,000	\$130,000	\$150,000



Product salaries tend to increase consistently with seniority but show wide variation at every level, reflecting the differing complexity and technical expertise required across products in the sector.

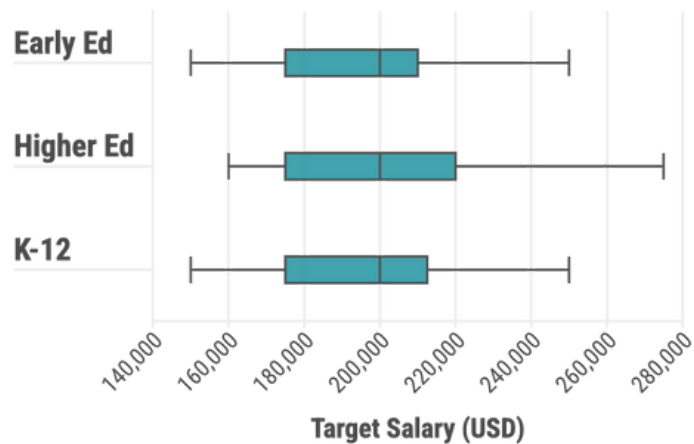
Product Leadership

Vice Presidents, Sr. Directors & Directors

Product leaders own the overall product strategy and roadmap, guiding teams across the full product lifecycle to drive growth and innovation. This role requires working closely with executive leadership to align product investments with broader business objectives. These candidates have experience managing multiple product teams across research, content, and often engineering, mentoring senior leaders, and ensuring that market insights, customer feedback, and technological advancements are seamlessly integrated to maintain a competitive edge.

VP of Product

	Target Base Salary		
	25th %ile	Median	75th %ile
Early Childhood	\$175,000	\$200,000	\$210,000
Higher Education	\$175,000	\$200,000	\$220,000
K-12	\$175,000	\$200,000	\$212,500
Workforce*	N/A	N/A	N/A



*Sample size <30

Product leadership salaries are fairly consistent across subsectors, although we do observe a higher salary range for those with more experience in higher education. The data sets were not statistically large enough to provide a regional breakdown.

Product Operators

Individual Contributors

Senior Product Manager

A Senior Product Manager oversees multiple products or major features, driving strategy and execution. This role leads cross-functional teams, defines long-term vision, and mentors junior managers. Data-driven insights and market research guide decision-making to optimize product performance and engagement.

Product Manager

A Product Manager leads product development from ideation to launch, aligning business goals with user needs. Collaborating with engineering, design, and marketing, they define features, set priorities, and ensure market-fit solutions that drive success.

Product Managers

	Target Base Salary		
	25th %ile	Median	75th %ile
Early Childhood	\$105,000	\$132,500	\$150,000
Higher Ed	\$110,000	\$135,000	\$150,000
K-12	\$100,000	\$140,000	\$160,000
Workforce Dev	\$102,500	\$130,000	\$150,000



Sr. Product Managers

	Target Base Salary		
	25th %ile	Median	75th %ile
Early Childhood	\$150,000	\$150,000	\$175,000
Higher Ed	\$146,250	\$150,000	\$170,000
K-12	\$150,000	\$170,000	\$177,500
Workforce*	N/A	N/A	N/A



*Sample size <30



Marketing Overview

Driving Awareness & Demand for Innovative Solutions

The Marketing function in an education company drives brand awareness, demand generation, and customer engagement. It positions products effectively by understanding market needs, competition, and industry trends. Marketing teams develop messaging, run campaigns, create content, and support sales through lead generation. They collaborate across teams to align strategies and use data-driven insights to optimize performance and maximize growth. In 2024, our team spoke with 197 marketing professionals, which we split into three seniority levels.

	Target Base Salary		
	25th %ile	Median	75th %ile
VP of Marketing	\$175,000	\$200,000	\$225,000
Director of Marketing	\$125,000	\$150,000	\$180,000
Marketing Managers	\$101,250	\$130,000	\$168,750



Marketing salaries increase consistently with seniority but show wide variation at every level, reflecting the diversity in the structure and complexity of marketing teams.

Marketing Roles

Directors of Marketing

A Director of Marketing develops and implements strategic marketing plans to support business growth and market positioning. They oversee campaigns, branding, and demand generation efforts while managing cross-functional teams or subcontractors. This role requires balancing high-level strategy with hands-on execution, ensuring marketing efforts align with company goals. Directors of Marketing often collaborate with leadership to refine messaging, optimize budgets, and drive measurable results.

Marketing IC Titles:

- Marketing Specialist
- Market Research Analyst
- Product Marketing Manager
- Lead Generation Manager
- Marketing Automation Specialist
- Digital Marketing Manager
- Social Media Manager
- SEO/SEM Specialist
- PPC Campaign Manager
- Email Marketing Manager
- Content Marketing Manager
- Media Relations Specialist
- Corporate Communications Specialist
- Event Marketing Manager
- Field Marketing Manager
- Trade Show Coordinator
- Event Coordinator

Individual Contributors

Individual contributors on the marketing team can be responsible for executing campaigns, creating content, or analyzing performance to drive brand awareness and lead generation – depending on the overall marketing strategy and team composition. They often oversee specific marketing channels, such as email, social media, or events, and collaborate with sales and product teams to ensure alignment. These roles may involve leading projects, but do not involve management responsibilities.

Operations Overview

Systems for Operational Health

The Operations function within an education company ensures that business processes run efficiently, supporting scalability and long-term success. Operations teams oversee critical areas such as business administration, financial management, process optimization, and cross-functional coordination. They manage internal systems, vendor relationships, and compliance to maintain smooth day-to-day operations. By leveraging data, technology, and streamlined workflows, operations leaders enable teams across the organization to focus on strategic goals while ensuring strong financial and operational health. In 2024, our team spoke with 129 operations professionals, which we split into two seniority levels.

	Target Base Salary		
	25th %ile	Median	75th %ile
Operations Leadership	\$150,000	\$180,000	\$200,000
Operations Manager	\$81,250	\$100,000	\$130,000



Operations salaries increase consistently with seniority. The wide salary range within the Operations Manager (individual contributor) category makes it challenging to determine appropriate target salaries. However, this range reflects our experience with inconsistent job titling within operations.

Operations Leadership

Vice Presidents & Directors

Operations leaders are responsible for setting the overall operational vision and strategy for the organization. This role involves leading the development and implementation of long-term operational plans that align with business objectives. The VP of Operations collaborates closely with the executive team to drive organizational performance and scalability, oversees multiple departments, and ensures that all operational initiatives support the company's strategic goals.

Individual Contributors

An Operations Manager is responsible for managing daily operational tasks and ensuring process efficiency across the organization. This role typically involves overseeing workflows, monitoring performance metrics, and identifying areas for improvement. The Operations Manager often works as an individual contributor or leads a small team, focusing on optimizing resources and enhancing productivity to support overall organizational goals.

Guidance for Hiring Managers

The impact and success of an organization depends on the people it employs, so the ability to hire top talent is critical. We hope that the compensation data in this report will help mission-driven leaders attract and retain talent, but the way in which you move through a hiring process also matters.

With this in mind, here are some of our best practices for hiring:

1. Move with Intent & Speed

The education sector is highly mission-driven, and top candidates are in high demand. A streamlined hiring process with clear timelines helps secure the best talent before competitors do.

2. Prioritize Mission Alignment

Candidates in this space are motivated by impact. Ensure your value proposition and mission are clearly communicated throughout the hiring process.

3. Define the Skills That Truly Matter

Instead of focusing solely on prior job titles or industry experience, identify the core skills that will drive success in the role. Use behavioral interview questions to assess whether candidates naturally apply those skills in real-world situations.

4. Set Clear Goals for the First 90 Days

Before hiring, establish what success looks like in the first three months. Defining key priorities and measurable outcomes helps ensure alignment between the new hire and your organization's goals.

5. Balance Compensation & Culture

While mission matters, competitive salaries remain critical for attracting and retaining top talent. Transparency about compensation, career growth, and workplace flexibility can significantly enhance hiring success.



Guidance for Job Seekers

Whether you are casually open to a new career opportunity or actively applying for a new role, there is critical work to do when you are in a job hunt process. We hope the salary data in this report helps you know your worth and feel empowered to ask for it!

In addition, these are some of our top tips on aligning with and securing your dream job:

1. Clarify Your Mission & Impact

Employers in this sector want to know why you are passionate about education. Be ready to articulate how your skills and experience align with the company's mission.

2. Highlight Transferable Skills

If you're coming from another industry, emphasize relevant experience in SaaS, sales, operations, policy, or other cross-industry functions that translate well to education businesses.

3. Research the Market

The education sector includes a wide variety of organizations, from early-stage startups to established nonprofits and B-Corps. Understanding where your skills fit best can help you target the right opportunities.

4. Know Your Metrics

Be prepared to demonstrate how you create value. Whether in a for-profit or nonprofit setting, you should be able to quantify how you have saved time, increased revenue, reduced costs, or driven measurable impact. Use concrete examples to showcase your contributions.

5. Engage Your Network


Thoughtful networking goes a long way in this tight-knit industry. Attend industry conferences, connect with peers, and consider working with specialized recruiters like HireEducation to uncover the best opportunities.





Summary

Building and retaining great teams has never been more challenging—or more important. In the education sector, where people are the impact, organizations must invest in hiring practices that attract, inspire, and retain top talent.



Compensation matters, but so does purpose, growth, and the experience candidates have from the very first interaction. Your reputation in the market isn't just shaped by your mission—it's defined by the people who represent your organization to potential hires. In a field as human-centric as education, hiring is a process that should reflect the values of your organization from the start.

A recruiting partner can enhance your hiring strategy and represent your brand effectively. **HireEducation** offers benefits like providing real-time salary data and access to top candidates, including those who are open to new opportunities but not actively searching. This helps mitigate risk by ensuring alignment between expectations, skills, and culture. Our expertise helps you define your employee value proposition.

In today's competitive market, partnering with **HireEducation** brings clarity, confidence, and a winning edge to your hiring process.



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Ryan brings a background in consulting and product management and is deeply passionate about edtech and expanding access to opportunity through learning. His experience includes leading digital transformation initiatives, teaching thousands of students marketable skills, and driving human-centered design solutions.

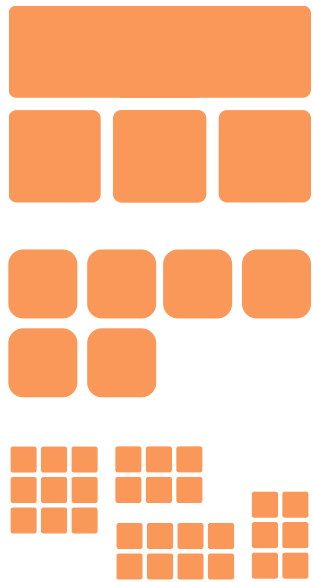
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