

# Job Description: Organizational Growth Consultant

The Organizational Growth Consultant reports to the Director of Curriculum and Learning and focuses primarily on sorority growth. They have three primary responsibilities:

## Major Responsibilities:

- 1. Relationship Sales (50%):** *You are a recruiter.* Your primary job (this is true for almost all of our staff) is to recruit clients into the Phired Up system using our unique brand of “relationship sales” so that we can help them. You are on a mission to create the future of fraternity and sorority by transforming the way people join, and the only way to achieve that mission is to bring chapters, campuses, councils, and inter/national organizations into the Phired Up system. You will build and manage a portfolio of ~100 accounts. You will represent Phired Up at industry conferences, events, and social gatherings, and will attend company business meetings, team calls, and track relationship sales in our company CRM. You will participate fully in the Phired Up relationship sales process. You will spend at least half of your Phired Up efforts recruiting clients to let us help them with our products, services, and partnerships.
- 2. Educational Delivery (25%):** *You are an educator.* You will deliver 50-75+ unforgettable on-site educational training days (ranging from small group workshops to large stage keynotes). You will provide coaching support, strategic consulting, and client care consistently to clients in your portfolio. You will propose, create, and deliver on-brand, innovative, and exceptional educational programs at industry conferences and events. You will teach Phired Up’s core messages and anything that helps transform the way people join fraternities and sororities and advances our company mission.
- 3. Creation (25%):** *You are a creator.* You will consistently create new ways to teach fraternities and sororities how to transform the way people join for the purpose of creating the future of fraternity/sorority life. You will work to constantly learn every aspect of our part of the industry so you can create solutions and advice and coaching and strategic guidance to the every level of stakeholder. You will write, record, test out, invent, and innovate resources, products, and services for the betterment of the company and the industry.

## Teamwork:

You will work for the benefit of the company and your teammates. You will reflect our values and our core principles. You will model fraternity and sorority, brotherhood/sisterhood, and integrity. The following is a listing of commitments we make to each other at Phired Up of *how* we demonstrate teamwork.

**Practice What We Teach.** We are Socially Excellent. We are Dynamic Recruiters. We serve first. We add value. We solve problems. We are masters of relationships.



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**A Culture of Care.** Our team culture will be loving, caring, fun, empathetic, and professional. We will be intentionally kind to each other, inclusive of all, respectful at all times, and uplifting to all those who come into contact with us. We promote balance and health -- we know there are intense seasons in the company, and we expect our team to work exceptionally hard for our cause, but we require our people to stay healthy and balanced throughout the year.

**Build The Process. Teach The People.** Our priorities are to 1) build the process, and 2) teach the people. To get everyone "On System." Our technology will serve 100% of the PNMs and 100% of the chapters in our industry. We teach everyone who impacts or is impacted by that process our core philosophy.

**Our Philosophy:** We create and continually grow a master encyclopedia of our wisdom and expertise that will inform every product, service, and communication we produce.

**Inclusiveness.** We will serve the growth of *all collegiate fraternities and sororities* with excellence.

**Data.** We collect and report the relevant data that informs and transforms the industry.

**Systems.** We are systems obsessed. Everything we do must be repeatable, scalable, intentional and not based on individual personalities. We are built to humbly impact the industry, not to be famous individuals.

**Under Promise. Over Deliver.** We are always prepared. A step ahead of our clients and the industry. Humble. Reliable. Polished. Ready to wow. Predictably exceptional.

**Partnerships.** We leverage meaningful and responsible partnerships with values-aligned industry partners to creatively accelerate our impact on the marketplace.

**Business Strategy & Finance Ethics.** No means, no mission. We operate proudly as a for-profit company and invest back into the company. Explosive growth is not the goal. Rather, we strive to do the most good for the most people in a way that drives change and measurably solves problems. We do this with conservative financial principles. In this way we stay disciplined to serving our staff and say no to good opportunities that aren't good for us right now. If clients won't pay for the concept, they aren't ready to invest in the product. We are not smarter than the market.

**Results Required.** If there is no work, there is no job. If people don't pay the company, the company can't pay you. Results are required.

**Unite the Industry. Remain Neutral.** We know all the key players, sit at the table when industry decisions are made, and understand the game. We are unifiers. Connectors. We give ideas away. We deflect credit. We are trusted by all as ambassadors of the movement.

**Relevant and Generous Brand.** We must be the most in-tune and helpful voices in the industry related to the pre-member experience. We must generously share our wisdom publicly in ways that our target audience actually receives and appreciates. Our buyer is rarely our audience. Knowing how to speak differently to each is a major key to our success.



**Simplicity for Buyers.** We must make it simple and enjoyable for clients to purchase services from us without confusion. We will make the lives of our customers easier from their first impression of us all the way through their full integration into our system. We put our customers experience first. If they are ever unhappy with us, that means we have somehow failed to exceed their expectations.

**Relationship Sales.** We live our brand, retain business, and accelerate our impact when our team members are woven into the fabric of the industry; when we have personal relationships with 3+ people/leaders at every campus, HQ, organization that we might serve; when we attend and lead both the formal and informal gatherings of the industry; when we are the social chairs of the industry; when we know and are in contact with every recruitment chair on the continent; when we stop selling and focus on listening ... solving problems for our friends.

**Purpose Driven Team.** We don't *have to do* this work, we *get to do* this work. It's a sincere privilege to serve others doing work we believe in. We rarely complain. Never publicly. We know it can be hard. Demanding. Thankless. The cause is worth it. We are grateful to serve. We work for the cause. All of us could earn more, doing less, working somewhere else. We each choose to do this work because of the mission of this team, love for our Phamily, and belief in fraternity/sorority.

## Requirements:

A bachelor's degree with two or more years of professional or similar experience is required. The ideal candidate will have excellent written and verbal communication skills, as well as a demonstrated passion for fraternity/sorority growth. Attendance at evening and weekend events as well as travel with a valid driver's license is required. Membership in a fraternity/sorority is not required.

## Application Instructions:

Application review will begin immediately and will continue until we fill the position. **The priority deadline to submit application materials is February 15, 2019.** The ideal start date for this position is flexible between March 15, 2019 – June 1, 2019.

To apply, prepare the following and submit them in one email to Branden Stewart, COO at [Branden@PhiredUp.com](mailto:Branden@PhiredUp.com):

- 1) A current resume, cover letter, and three references
- 2) A 5 – 10-minute video that clearly showcases your speaking and presentation skills. Ideally this would be a video of you presenting to an audience – but we know that's not always possible. If you need to prop up your cell phone and present to your living room wall, that's fine too! Submissions strongly preferred as a private YouTube link.
- 3) Up to 750 words answering the following question: *What is the most important thing sorority women need to learn about recruitment and growth in 2019?*

Please contact Branden with any questions regarding the application process at [Branden@PhiredUp.com](mailto:Branden@PhiredUp.com).



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