

Job Description: Organizational Growth Consultant (Adjunct)

The Organizational Growth Consultant (Adjunct) is a part-time *independent contractor* role which reports to the Director of Education and focuses primarily on fraternity/sorority growth. The major responsibilities of this role are (listed in order based on percentage of time spent on each responsibility):

Major Responsibilities:

- 1. Educational Delivery:** *You are an educator.* You will deliver anywhere from zero to 15+ unforgettable on-site educational training days (ranging from small group workshops to large stage keynotes). You may also deliver video-based digital training sessions. You may be asked to 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.
- 2. Coaching:** *You are a coach.* You may be asked to deliver results-producing coaching/consulting for fraternity/sorority partners based on Phired Up's Dynamic Recruitment model. You will provide high-quality, professional coaching services to clients and partners which may include but are not limited to chapters, HQ staff, and alumni.
- 3. Creation:** *You are a creator.* You will assist the education team in creating 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 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.
- 4. Other Contributions:** *You are a team member.* On occasion, you may be asked to participate in expenses-paid industry or company events (conferences, retreats, team meetings, etc.).



How We Work As A Team To Achieve Our Mission & Vision

Mission | Create The Future of Fraternity & Sorority

We are on a mission to **create a new future for fraternities and sororities** by transforming the way people join.

Vision | The 100% Plan

Phired Up Productions will become the growth system for 100% of the fraternity/sorority industry. **100% of PNMs** will flow through our system, and **100% of chapters** will utilize our system.

You will work for the benefit of the company, your teammates, the industry, and most importantly, our mission and vision. 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.

Social Excellence. A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner, with high expectations of others. Being authentic, and living everyday with integrity as the best version of oneself. Being confident and vulnerable. Being fun and compassionate. Being open, kind and bold. The deepest level of societal participation and contribution.

Dynamic Recruitment. Dynamic Recruitment is Phired Up's core philosophy on the science of fraternity/sorority growth. Dynamic Recruiting groups believe that **authentic relationships** — real human connection — must be at the center of their system. Dynamic Recruiting groups believe in being **proactive**. These groups believe that they must be **intentional** in their conversations, relationship-building activities, data gathering, and recruitment tracking to ensure the RIGHT members join their chapter. They believe that **quantity drives quality**. They believe that joining a chapter for life is a **serious** matter. They believe in **personalized systems**. Dynamic Recruiting groups always make choices that reflect these 6 core beliefs.

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 give each other the benefit of the doubt. 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.



(per)Mission. You have per(mission). We are on a mission to create the future of fraternity/sorority by transforming the way people join. You have per(mission) to do work that helps us achieve that mission. You have (per)mission to be creative. You have (per)mission to try new things. You have (per)mission to challenge "authority." You have (per)mission to solve problems for clients. You have (per)mission to improve our message. You have (per)mission to learn from outside sources and inject that wisdom into our company. You have (per)mission to engage fully and thoughtfully with our industry. You have (per)mission to execute.

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.

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.

Phun. If this work can't be phun, then we shouldn't be doing it. We each understand our responsibility to keep things light, not take ourselves too seriously, and make it fun for our clients! Note: Our Phun-ness keeps us creative, makes us attractive to our buyers, and makes us enjoyable to be around.

Create. We are constant creators. We are innovators. We are perpetually dissatisfied and seeking ever improving solutions to the problems that matter to our team, to our clients, and to the industry.

Humility. We serve. We are not the heroes. We are not seeking awards or accolades or to be the star of anything.

Transparency. There aren't any company secrets. Sure, we respect privacy and do business appropriately, but when it comes to our plans, our finances, or our intentions... if you work here, you are on the "inside."

Bold. We might be humble and responsible and thoughtful, and all that... but we are not afraid to be bold, courageous, and experimental. We know our mission matters, and we will gladly take (smart) risks to achieve it.



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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, but is strongly preferred.

Compensation:

This is an independent contractor, part-time position that is not eligible for company benefits. The contractor will receive 25% of the specific services delivered (on-site or distance education deliverables), with a \$500 minimum payment for any paid on-site training unless specifically agreed upon in writing. Compensation for on-site or distance coaching services will be negotiated on a per-project basis. Travel expenses will be reimbursed (with receipts) by Phired Up.

Application Instructions:

Application review will begin immediately and will continue on a rolling basis as we work to fill available positions. **The priority deadline to submit application materials is December 31, 2019.** The ideal start date for this position is March 1, 2020. Travel to an in-person summer training in June 2020 may be required.

To apply, prepare the following and submit them in one email to Branden Stewart, COO at Branden@PhiredUp.com. Questions can also be directed to Branden.

- 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 an unlisted YouTube link.
- 3) Up to 750 words answering the following question based on which position you're applying for:
 - a. Sorority Training: *What is the most important thing sorority women need to learn about recruitment and growth in the next five years?*
 - b. Fraternity Training: *What is the most important thing fraternity men need to learn about recruitment and growth in the next five years?*

