

Job Description: Director of Growth (CBFO Specialist)

Phired Up is seeking a **Director of Growth** with a specialization in Culturally Based Fraternal Organizations (CBFOs). This is a departmental and market segment leadership position, reporting to a company Vice President. The position is situated within Phired Up's Education & Strategy department and will impact overall company products and services aimed to serve the CBFO market segment.

This position will **lead the creation and implementation of education and strategy products** with a focus on digital, scalable, product-oriented solutions (especially within their audience of expertise).

Major Responsibilities:

RELATIONSHIP SALES - This position will build relationships with and sell meaningful solutions to Phired Up clients, partners, and customers with a special emphasis on this market segment.

We're seeking someone who can connect with students as well as executive directors. We're seeking someone who can be a key industry voice with extra passion for and connection to this market segment.

- You collaboratively direct those you supervise, those who supervise you, and all other co-workers in the effective efforts to serve your audience specialty.
- You are an industry trust-builder, opportunity finder, and problem solver.
- You keep our team informed of your market segment's needs and priorities, and you keep your market segment informed of our company's opportunities to help.
- You follow industry trends and how they relate to the company vision.
- You discover and understand growth-related problems people would pay to have solved.
- You embody Social Excellence in customer engagement and minimize customer attrition.
- You prioritize the mission of Phired Up to serve as the growth system for 100% of the industry.

We're seeking someone who understands that we can't help who we aren't connected with. We're seeking someone who will get up every morning eager to build relationships and make sales that meaningfully solve the problems of our clients.

- You build and manage a portfolio of accounts and track relationship sales in our company CRM.
- You participate fully in the Phired Up relationship sales process. This includes daily outreach, follow-up, relationship-building, contracting, and all things related to our process of relationship sales.
- You are committed to knowing and caring about as many of the key players in your audience specialty as humanly possible.
- You represent Phired Up at industry conferences, events, and social gatherings.
- You actively participate and contribute in company team calls, business meetings, and retreats.



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EDUCATION & STRATEGY PRODUCTS - This position will teach Phired Up clients, partners, and customers about the Phired Up growth system and creating a results-producing pre-member experience (especially within their audience of expertise).

We're seeking someone who can build and lead product-oriented education and strategy solutions related to growth.

- You are a creator and director of educational products (especially within your audience specialty).
- You work alongside the Education & Strategy team and other Phired Up/TechniPhi staff to meet the monthly and yearly educational product goals.
- You supervise and direct members of the Phired Up Adjunct Team to create educational content/resources, contribute to company marketing efforts, and deliver products that meet the needs of our customers.
- You are systems obsessed. You help create scalable, repeatable education products that are not based on individual personalities.
- You deliver unforgettable training and create remarkable content that lives inside education products.
- You contribute to the preparation of the team to be excellent at delivering education.
- You live and teach Social Excellence. You exemplify and teach Dynamic Recruitment principles. You find creative ways to help fraternities and sororities grow, and you share those with Phired Up's partners and potential partners.
- You teach Phired Up's core messages and anything that helps transform the way people join fraternities and sororities and advances our company mission.

We're seeking someone who will teach, consult, provide strategy, speak, and inspire through our products and services. We're seeking someone who will deliver products that meet Phired Up's mission and vision. We're seeking someone to provide wisdom and leadership to students, volunteers, and professionals in the industry that is in-line with Phired Up's growth philosophy, system, and core messages.

Preferred Qualifications:

- 🔥 A bachelor's degree with five or more years of professional or similar experience is required.
- 🔥 Proven recruitment, sales, customer support/service experience is required.
- 🔥 A deep understanding of the ways sororities and fraternities attract, select, and secure their members (especially within culturally based fraternities and sororities) is required.
- 🔥 An ability and desire to collaborate as a part of a team is required.
- 🔥 Prior supervision or management experience is preferred.
- 🔥 Strong communication, presentation, and teaching skills.
- 🔥 An ability to prioritize and manage time effectively.
- 🔥 Attendance at evening and weekend meetings/trainings, as well as travel with a valid driver's license is required.



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Equal Employment Opportunity Policy:

Phired Up and TechniPhi provide equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Compensation and Benefits:

This is a salaried position. The salary range for this position is \$50,000 - \$55,000 annually, commensurate with experience *plus* a scaling relationship sales incentive structure. Phired Up and TechniPhi offer full health, dental, and vision benefits to employees with a \$100 monthly employee contribution. Additional benefits include a company-paid mobile phone plan, professional development opportunities, a highly flexible and generous vacation/PTO policy, a personal health and wellness budget, a budget for appreciating colleagues, a unique sabbatical program, company covered TSA Pre-Check benefit, and retirement contribution. The successful candidate will have the opportunity to work remotely within the continental United States.

Application Instructions:

To apply, email your resume and cover letter to Branden Stewart, Chief Operating Officer, at Branden@PhiredUp.com.

The priority deadline is November 1, 2020 however applications will be accepted on a rolling basis until the position is filled. The ideal start date for this position is January 4, 2021.

Please contact Branden with any questions regarding the application process at Branden@PhiredUp.com.



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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.



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(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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