

Job Description: Growth Consultant (Adjunct)

The Growth Consultant will serve Phired Up through 1) Education and Strategy Delivery, 2) Educational Content Creation, and 3) Leads Generation. Beyond these three primary areas of responsibility, this contractor will provide advice and guidance to the company, contribute positively to team dynamics and company culture, and promote Phired Up throughout the fraternity/sorority industry. This Growth Consultant positions reports to the Vice President (Education & Strategy) or their selected departmental representative. Currently, Phired Up is looking to fill two roles:

- **Culturally-Based Fraternal Organizations Specialist**, with preferred experience as a member of a NAPA, NALFO, or NMGC organization
- **Interfraternity Council Specialist** with preferred experience as a member of an organization that typically associates with a campus IFC.

Major Responsibilities:

- 1. Education & Strategy Delivery:** *You are an educator and strategist.* You deliver Phired Up educational and strategy services related to organizational growth, the pre-member experience, and human connection (Social Excellence). You help Phired Up clients achieve growth goals and become “on-system.”
- 2. Educational Content Creation:** *You are a creator.* You will create consistent content to a) support Phired Up educational and promotional efforts, and b) promote your own presence as a Phired Up speaker/educator/consultant.
 - You will produce at least 3 videos that are approved by your supervisor for Phired Up use per quarter.
 - You will produce 1 blog or written resource per quarter.
 - You will be available to deliver up to 16 hours of industry-wide (i.e. Phired Up events, Phired Up Fridays, Educational sessions for industry partners, etc.) digital education throughout the year.
- 3. Leads Generation:** *You are a sales supporter.* You will be asked to participate in expenses-paid industry or company events (conferences, optional retreats, optional team meetings, etc.). You will build, maintain, and leverage your industry network and relationships to guide potential buyers toward Phired Up and TechniPhi products and services. You will creatively work to drive sales leads in new and innovative ways to Phired Up and TechniPhi.
 - You will be available to represent Phired Up & TechniPhi at AFA, AFLV Central, NGLA, SGLA, and AFLV West (or their virtual equivalents) when asked and mutually agreed upon with your supervisor.
 - You collect contact information and leads from all program delivery using Phired Up’s preferred system (as instructed by your supervisor).
 - You share industry leads, contacts, and relationships that could benefit Phired Up and TechniPhi’s Relationship Sales strategy openly and freely via your supervisor.
 - You will actively promote the sales of Phired Up and TechniPhi services that can solve problems for contacts you have in the industry.



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 and Terms:

This is an independent contractor, part-time position that is not eligible for company benefits. It is a six-month appointment that can be renewed by both parties on an indefinite basis. The contractor will receive a quarterly stipend of \$1,200 plus a commission model for client-paid digital and on-site training. Travel and other associated expenses will be reimbursed (with receipts) by Phired Up according to our travel policy.

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 April 16, 2021.** The ideal start date for this position is June 1, 2021.

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. Culturally-Based Fraternal Organizations Specialist: *What is the most important thing undergraduate culturally-based fraternal organization members need to learn about membership growth in the next five years?*
 - b. Interfraternity Council Specialist : *What is the most important thing fraternity men need to learn about membership growth in the next five years?*



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.

We have non-negotiable CULTURAL COMMITMENTS that guide us daily.

We are a powerful team that thrives because we have the right people (you), purpose, and culture. We all work for the benefit of the company and our teammates. We all make choices that reflect our values and our core principles. We all model fraternity and sorority, brotherhood/sisterhood, and integrity. The following is a listing of commitments we make to each other at Phired Up & TechniPhi 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.
- **A Culture of Care.** Our team culture is loving, caring, fun, empathetic, and professional. We are intentionally kind to each other, inclusive of all, actively create equitable opportunities, respectful always, 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.
- **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 are not 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.



- **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.
- **Promise. Over Deliver.** We are always prepared. A step ahead of our clients and the industry. Humble. Reliable. Polished. Ready to wow. Predictably exceptional. We don't make promises to clients we can't meet, and we keep the promises we make (exceeding them as often as humanly possible).
- **(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.
- **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 serve 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 are the most in-tune and helpful voices in the industry related to the pre-member experience. We generously share our wisdom publicly in ways that our target audience actually receives and appreciates. Our buyer is not always our audience. Knowing how to speak differently to each is a major key to our success.
- **Relationships.** 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.

