

Job Description: Growth Consultant (Contractor)

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. The Growth Consultant position is a member of the Content & Training team and will report to the Senior Director of Training or their designee. Currently, Phired Up is looking to fill a position to serve:

- **Culturally-Based Fraternal Organizations**, with candidates having preferred experience as a member of a NAPA, NALFO, or NMGC organization

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 serve Phired Up Partners as their customer success manager helping them achieve growth goals and become “on-system” with Dynamic Recruitment technology and training
- 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 trainer and coach.
 - At a minimum, you will produce 12 videos for Phired Up use throughout the year (the equivalent of 3 videos per quarter) that are approved by your supervisor. These videos will align with Phired Up’s Dynamic Recruitment philosophy and will be used on various platforms to promote on-system growth.
 - At a minimum, you will produce 4 blogs or written resources for Phired Up use throughout the year (the equivalent of 1 blog or resource per quarter).
 - You will be available to deliver up to 16 hours of industry-wide (i.e. Phired Up events, Phired Up Fridays, partner-exclusive training, educational sessions for industry conferences, etc.) digital education throughout the year.
- 3. Leads Generation:** *You are a sales supporter and a partnership promoter.* 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 the available position(s). To apply, prepare the following and submit them in one email to our hiring committee (attn: Branden Stewart) at Careers@PhiredUp.com. Questions can also be directed to Careers@PhiredUp.com.

- 1) A current resume and three references
- 2) A brief video (5 minutes or less) 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) A writing sample of to 750 words answering the following question:
 - 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?*



Mission, Vision & Cultural Commitments

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 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.

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 cultural commitments. We all model fraternity and sorority excellence, brotherhood/sisterhood/siblinghood, and integrity. The following is a listing of commitments we make to each other at Phired Up & TechniPhi of how we demonstrate teamwork (in alphabetical order):

1. **Bold Creativity.** We're not afraid to take risks, experiment with new ideas, and innovate on new solutions that help our team and our partners achieve their goals. Everyone is encouraged to act courageously and think outside the box.
2. **Culture of Care & Wellness.** Our team culture is special and deliberate. We're caring, empathetic, and professional. We're intentionally kind, inclusive of all, create equitable opportunities, and respect one another. We expect and encourage our team to take care of themselves by promoting regular opportunities for rest, balance, and wellness.
3. **(Per)Mission.** We're on a mission, and you've got (per)mission to help us achieve it. Our team has (per)mission to be *proactive* and *solutions-oriented*, to challenge "authority", and to try new, creative ideas. We expect our team to exercise their (per)mission to solve big problems on a daily basis. You have (per)mission to *execute*.
4. **Phun.** If we can't have fun working to help grow fraternities/sororities, we shouldn't be doing it! We do our best to keep things in perspective, never take ourselves too seriously, and make sure our clients are having fun experiencing our products, too.
5. **Practice What We Teach.** Our team is driven by our mission and our vision to serve 100% of the fraternity/sorority industry. To achieve that purpose, we must continue to practice what we teach. We serve first, add value, solve problems, and choose Social Excellence in interactions with our partners and each other.
6. **Relationships.** The relationships we have with each other, industry stakeholders, and partners define our company. We're humble, curious, and authentic in our approach to building and maintaining 3x3 relationships throughout the industry. When our relationships are strong, we stop selling to our clients and start problem-solving for our friends.
7. **Results Driven. Progress Required.** We expect our team to deliver (and frequently exceed) on the promises we make to our partners, ultimately delivering measurable progress that moves our business and our partner's goals forward.
8. **Scalable and Renewable 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, and that impact helps to drive partners to renew their services year after year.
9. **Transparent & Ethical Practices.** We operate with the highest levels of ethical conduct and thoughtful, conservative financial practices. We don't keep secrets from our team when it comes to sharing updates on our progress toward our mission, goals, finances, and strategic intentions. We work hard to earn the means to achieve our mission.
10. **Unite the Industry. Give Generously.** The industry depends on our ability to be a helpful voice and to deliver impactful services that advance fraternity/sorority growth. We're unifiers who build trust, generously share our wisdom, and serve as ambassadors of the fraternity/sorority experience.

