

PelotonU wants to hire a **Director of Advising and Growth**.



PelotonU is an innovative social enterprise tackling the college completion crisis for working adults. In short, students who would benefit most from a college degree have the hardest time graduating. That gets even harder when life's full with work and family - these folks have a 16% chance, at best, of earning a bachelor's. For these same students, we built a path that offers an 80% chance of graduating.

We've learned how to serve these students, but they're tough to find. While there's over 250,000 folks in Central Texas who started college and haven't graduated, they aren't necessarily looking to go back. Only referrals from trusted sources have convinced prospective students that it's not too late and PelotonU can help them reach their academic goals.

In 2019, we exceeded our enrollment goal for the first time in our history; we enrolled 89 students, compared to the 40-45 students annually in years prior. In 2020, we want to recruit 120, growing to 150 in 2021 and beyond. All we know for sure is that this means we need to double-down on partnerships in Austin - be they local employers and non-profits, or friends of the program and current students. Your challenge has three key components: find new partners, make current partnerships more effective, and manage a team to help the right students join us.

You are a leader who excels when given full autonomy and a complex challenge to solve. Given the right puzzle, you think about it in the shower and in traffic - in fact, while you read this, you're already thinking about new strategies PelotonU could pursue to find prospective students this year. If that's you, here's the details:

Your First Mission: Ensure 120 working adults join PelotonU in 2020

How You'll Spend Your Time:

- Crafting strategy to recruit and grow enrollment at PelotonU while connecting students with a better fit when we're not the right path for their goals
- Leading a team to success without sacrificing deep care for them or prospective students.
- Deepening existing partnerships with nonprofits, employers and area high schools
- Identifying prospective partners and designing tailored outreach strategies
- Meeting with stakeholders who might benefit from PelotonU - from CEOs to HR managers to social workers - to see how we can work together
- Collaborating on strategy with the leadership team
- Running experiments to figure out what works and what doesn't for recruiting students
- Codifying best practices in recruitment to enable future success and help other hybrid colleges nation-wide.

You Would Thrive in This Position If You...

- Get excited solving problems and experimenting until you find what works
- Can't help but make friends everywhere you go
- Excel in managing simultaneous projects without missing the details
- Are biased toward action. When you get an idea, you want to run with it and test while you go
- Enjoy picking a direction, and then figuring out how to get there. You don't need lots of direction from a boss
- Champion the causes or missions you're passionate about, and you get other folks pumped too
- Care deeply about equity and systems change

Traits and Skills That Set You Apart:

- You see a problem at work, figure out the solution, and get folks to implement it
- You geek out over data sets and aren't afraid to change your strategies based on the numbers
- A day of meetings with nonprofit leaders, HR managers and prospective students fills you up
- You're in it for more than a paycheck - we are a mission-driven organization. Students *always* come first
- You've developed people before - and they'd say they're better because you were their boss
- Been given a role you weren't ready for and risen to the occasion

Nitty Gritty Requirements

- A bachelor's degree; if you're advocating for the transformative power of a college education, we think it's important you've gone through that experience.
- At least five years of experience building strategic relationships, leading teams and solving problems
- A track record of exceeding expectations and goals
- Experience managing other people toward goals
- Preference for someone based in Austin

A Few Good Reasons to Join the Team

- Compensation from \$55,000 based on experience
- High autonomy, flexible schedule and healthy time off
- Exposure to leading entrepreneurs and educators across the country. If you get this right, people around the country will want to learn from you
- Opportunity to build a meaningful network both in Austin and nationwide.

Ready to Apply? Submit an application and resume at <http://pelotonu.org/jointheteam>