



## LEADERSHIP+DESIGN

Leadership+Design is seeking an adventurous, creative, and passionate collaborator to join our growing team. The **Business Development and Marketing Associate** will help us to scale our company as we aim to bring the work of L+D to more schools, more leaders, and have greater impact on the field of education. The role includes marketing our programs and services, creating attractive and inspiring proposals for prospective clients and funders, developing new sources of revenue and building our brand. In this role, you will work both creatively and pragmatically to support all facets of the L+D portfolio. Part marketer, part creative problem solver, and part L+D multiplier, this position is a chance to use your skills, creativity, and tenacity.

Leadership+Design builds capacity in individuals and institutions through all of our programs and services and enable our clients to develop new habits, mindsets and skills as well as achieve tangible results and make progress on goals. Whether we are facilitating a strategic planning process, supporting a school to develop a new initiative or program, or working with a leadership team to develop a stronger group dynamic, we see ourselves as creative partners and collaborators in their work. We create conversations and make connections within and between organizations. We help individuals connect with one another and with themselves and find greater joy, fulfillment and purpose in their work.

**Start Date:** July 1, 2019 or sooner.

### **Business Development Associate Responsibilities**

- Creatively promote our services and programs through our email listserv, social media, and other forums and outreach.
- Connect with prospective clients.
- Design and deliver proposals that support the L+D brand.

- Design and administer evaluation and assessments to clients and program participants.
- Seek out other revenue sources for L+D that may include grants, sponsorships or products
- Think strategically with the L+D team to ensure the production of thought leadership and social media posts.

### **Professional Skills + Qualifications**

- Candidates must be able to show a demonstrated history of helping an organization to grow. Whether a candidate has a traditional academic path or a less traditional trajectory, we need a self-directed team member who is relentless, organized, creative and persuasive. L+D is a movement to make education a more humane and meet the needs of students. This person will have a direct impact on our ability to impact students, teacher, leaders and parents.
- Desired qualifications include:
  - At least three years in the fields of sales, marketing, graphic design, fundraising
  - Proficiency with or willingness to learn a variety of web, email and communications platforms such as Weebly, Constant Contact, SLACK, Google Drive, Canva, Adobe Illustrator, iMovie
  - Creative thinker with a strong sense of design
  - A warm connector, networker and people person
  - Superb communication and interpersonal skills
  - Track record of delivering results when directions were not available
  - Strong organizational and time management skills
  - Confident, tenacious and enthusiastic even in the face of setbacks
  - Familiarity with design thinking is a plus

### **The Seven Personal Qualities, Habits and Mindsets of ALL L+Doers**

**Human-Centered** - L+Doers *love* people. They are distinguished by their highly human and empathetic interactions with others. They seek to deeply understand their stakeholders and clients. They treat even the most challenging human as “a porcupine

that needs a hug.” They have a healthy relationship with themselves and therefore can build constructive and collaborative relationships with others.

**Visionary** - L+Doers are optimists who envision a better future for teaching, learning and leading. They see how L+D can be a part of that better future and their work is focused on helping school leaders create that new future.

**Adventurous** - L+Doers see every project as a new adventure. They are willing to set out into the unknown and be explorers. They don't need to be the person with all the right answers, but desire to be the person with lots of questions. They love (and I mean, LOVE) to travel. They see planes, trains and busses as opportunities to learn more about human beings and get new ideas.

**Action-oriented Problem Solvers-** L+Doers DO. They worry less about perfection but prefer action. They prototype, iterate and execute. And then they do that again. They ask for feedback along the way. They thrive on solving complex organizational and human challenges.

**Highly Collaborative** - L+Doers possess an improviser's mindset. They are highly egalitarian and can lead and follow seamlessly. They know how to detach from their own ideas and agenda and build on the ideas of others. They make their collaborators look and feel like rock stars.

**Passionate + Internally Driven** - L+Doers are fueled by their own passion for the work and this inner drive and passion means that collectively the work of any L+D team is dynamic. Because they feel so passionate about their work, L+Doers seek future projects relentlessly and they rarely say no to opportunities.

**Fluent Communicators** - L+Doers write and speak effectively, intentionally and authentically. They are also highly engaged listeners. They seek, receive and give feedback with team-mates and clients. They are good at being both direct and kind.

### **How to Apply:**

If you see yourself as an L+Doer and think you could be a key participant in the growth of this exciting company, please send the following materials - ideally in ONE PDF document to [ryan@leadershipanddesign.org](mailto:ryan@leadershipanddesign.org) by April 1, 2019. We will consider both the content and the design of your portfolio.

- 1) A “resume” that helps us to understand you as a human. Include information about your professional experiences and also how you sustain yourself and grow as an individual. Please include at least one major accomplishment and one failure.
- 2) A photograph of an artifact that tells us something about who you are as a person and a short explanation (1 paragraph is fine) of this artifact and why you chose it.
- 3) Select one of the qualities of an L+Doer above and tell us why this particular quality resonates with you. This response will serve as a writing sample as well as a way for us to get to know you better. Maximum one page.
- 4) A sample of recent work that demonstrates your ability to do this work. This could come in the form of a story, video or any other format that effectively communicates the job done.

*We design experiences for the people who create the future of teaching and learning. Through our work we build capacity, create conversations and make connections. Our work is guided by our core values of people, collaboration, transformation, action and joy. Leadership+Design is a 501c3 organization. Leadership+Design is an equal opportunity employer.*