



Entrepreneurial thinking: life skills for any path™

YELL Canada

Job Description – Community Manager

- ✓ Are you a connector, catalyst, and someone who enjoys investing in people and networks?
- ✓ Are you passionate about leading youth programming and investing in youth education?
- ✓ Are you looking for a role with the freedom to create and work on strategy amongst a highly productive team?

This role provides a great platform for someone looking to take on a leadership role in a growing and entrepreneurial organization working in the education and innovation space.

What we do

YELL Canada is a rapidly growing Canadian charity that enhances entrepreneurship and innovation education in high schools. We believe that entrepreneurial thinking is a life skill for any career or post-secondary path.

Our Vision: A bright future for all Canadian communities, created by today's youth.

Our Mission: Work within the Canadian school system to enhance innovation and entrepreneurship education, so as to equip youth with an entrepreneurial mindset at the age it most readily develops.

We focus on

- Increasing youth confidence, resiliency, and adaptability in the face of rising levels of youth anxiety
- Reigniting lifelong learning and curiosity
- Facilitating activities for youth to practice courage and integrity through uncomfortable real-world learning
- Broadening and expanding youth's imagination for career and post-secondary opportunities
- Connecting youth to a local support network of mentors and leaders who can provide sustained guidance
- Sparking and increasing community awareness and civic pride

Some of BC's leading and most innovative school districts are already working with YELL, and over the next few years, YELL will be taking its new approach to partnering in the classroom across Canada

What you will do

As the Community Manager, you will be the primary point of contact to many of our key stakeholders, including and not limited to Students, Alumni, Guest Speakers, Mentors, Champions from the business community, Student Ambassadors, Partners, and Parents.

This is a front facing role heavily invested in building and maintaining relationships – you will find yourself consistently on the go and in conversation, making presentations to groups of students and volunteers. The Community Manager is an expert at listening, translating, taking care of others, and managing the fine details to make someone's experience seamless and excellent.

The Community Managers primary areas of work, coordinating the placement of guest speakers and mentors in YELL classrooms, and supporting the development and execution of youth programming for students and alumni. You will be responsible to create, implement, and manage all communications with these stakeholders, supporting them and growing each network as YELL Canada grows its impact and geographic scope.



Key Areas of Accountability and Duties

- ✓ **Volunteer Management**
 - Manage YELL's Mentor and Guest Speaker programs, including programming to onboard and support volunteers
 - Manage, report on, and source prospects for an extensive pipeline of hundreds of high-quality entrepreneurial leaders, booking them into specific YELL classrooms
 - Ensure all volunteers feel valued, appreciated, and taken-care of
- ✓ **Lead Student & Alumni Programming**
 - Lead program design, strategy, and execution
 - Launch and support our YELL Ambassador Program, comprised of select YELL alumni
 - Report on and drive the performance of YELL's student recruitment strategies
 - Manage and execute all YELL Alumni programming and initiatives
 - Thoughtfully invest in the development of an entrepreneurial culture amongst YELL students and alumni, and take the lead on student engagement, support, and resources. Act as a liaison with student family members and select educational partners
 - Assist (and in some cases lead) in the design, delivery, and execution of events and student programming, including our annual Venture Challenge
- ✓ **Communications Guru**
 - Manage YELL's social media and student & alumni newsletters, adhering to a content publishing schedule
 - Design and create brand-aligned marketing and program materials for multiple stakeholders
- ✓ **Invest in Partners & Stakeholders**
 - Contribute to the development of YELL's partner engagement strategy
 - Work with the team to grow and support YELL's network of partners, including but not limited to, entrepreneurs, accelerators, chambers of commerce, municipalities, government, corporations, non-profits, school districts, and more
- ✓ **Systems Management**
 - Report on measurements, evaluations, and learnings for programming under your discretion
 - Maintain YELL systems and tools, including CRM, Pipeline, schedules, web analytics, and more
- ✓ **Leadership**
 - Listen and moderate across various channels and report on program insights and opportunities
 - Represent the YELL brand at various community, entrepreneurship, and educational events
 - Potential to manage team members as this role evolves
- ✓ Garner approval to **initiate and support various other special projects as needed** and as related to the role



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Why you will succeed? You bring with you:

- ✓ 5+ years' experience in stakeholder management, business development, community management, or related roles
- ✓ A degree in higher education or a demonstrated alternative personal and professional development path that you believe to be equivalent
- ✓ An entrepreneurial mindset and deep experience working with leaders in the business and entrepreneurship community
- ✓ Proficiency in using and setting-up various digital tools to for community management and communication, including Instagram, Twitter, LinkedIn, Excel, PowerPoint, squarespace, mailchimp, CRM software, Word mail merge, and more
- ✓ Proficiency in marketing and communications and public relations
- ✓ A track-record of taking initiative and quickly solving issues that arise
- ✓ A superb ability to engage people from all backgrounds, in person and in writing.
- ✓ A deep passion for education and youth
- ✓ An ability to work on the-go and in a team setting in cafes or co-working offices
- ✓ Multilingual an asset
- ✓ Design, Photography, Videography experience is an asset
- ✓ Basic programming or background in business technology management and systems is an asset

How to apply:

Please submit your resume and cover letter to info@yellcanada.org, outlining salary expectations.

This position starts on salary and reports directly to YELL's Executive Director.

Individuals will be considered for hiring as soon as applications arrive.

We thank all applicants for their interest, but only candidates receiving serious consideration will be contacted. No phone calls or agencies please. Posting is open until September 5, 2017.