Are you ready to directly impact the lives of first-generation college students and champion economic mobility for all?

About Us
Did you know that only 21% of low income, first-generation students in the U.S. graduate from college within six years? Those who do graduate have a median household income 27% lower than their peers. While there are a multitude of college access programs for high school seniors and job assistance programs for low-wage earners, there are few programs that ensure first-generation students stay in school and build the skills necessary to prepare for long-term careers. This is where America Needs You (ANY) comes in.

America Needs You (ANY) provides first-generation college students with transformative mentorship and intensive career development. Founded in 2009 and headquartered in New York City with operations in New York, New Jersey, Illinois and California, ANY delivers an impactful, standardized national Fellows program and curriculum that touches hundreds of students each year. ANY has ambitious growth goals to impact more students by growing our Fellows Program to serve 1,000 students annually and launching an entirely virtual program, FirstGenU, to serve thousands of additional students. Visit www.americaneedsyou.org to learn more information.

Position Description
After 10 years of only in-person programming, ANY is launching an innovative largescale national e-learning career development program – FirstGenU (FGU). This is a critical organizational growth milestone that marks a transition from a small, single high-impact and high-intensity program to a mature scaled organization with multiple program offerings.

ANY is currently seeking a full-time Director to develop, launch, and manage FGU. Through this innovative program, we will offer 50+ career development lessons through 15+ learning pathways and serve over 10,000+ undergraduate students over the next five years. FirstGenU focuses on key phases of career development: getting your first job, planning a meaningful career path, and developing leadership skills.

Key Responsibilities:
Initially, the Director will focus on product development and launch, as well as partner development. Then, the role will focus increasingly on program growth and management, including overseeing a future FGU Manager (to be hired).

• Program Launch and Content Development:
  - Manage and plan the implementation of all product roll-outs and workplans
  - Oversee work of instructional designer or other consultants; facilitate product and experience design, features, specs, and user journey maps
  - Ensure curriculum is relevant and cutting edge; identify key, research-based trends and influences; engage stakeholder feedback and principles of user-centered design
  - Identify platforms and systems to ensure scalable delivery of the new program offerings
• **Program Growth and Partnerships:**
  - Aggressively grow the program; sign up and steward higher education and nonprofit partners to recruit thousands of students into FGU
  - Find opportunities to integrate FGU into aligned programs or courses
  - Identify marketing and communication channels and platforms to reach first-generation students directly on a national scale
  - Manage student, volunteer, and partner enrollment processes
  - Collaborate with External Affairs and the Director of Volunteer Recruitment to engage thousands of short term volunteers a year into FGU programming

• **Daily Program Management:**
  - Oversee day-to-day delivery, quality control, and evaluation of FGU program
  - Serve as main point of contact for enrolled FGU students; track student progress and support course completion
  - Manage live virtual enrichment events, such as networking sessions and roundtables

• **Evaluation:**
  - Work with the COO to refine key goals and objectives as well as KPIs
  - Manage and track data and dashboards; tell stories with data
  - Create continuous quality improvement and evaluation processes, and data management standards

• **Other tasks as determined by ANY**

**What does success look like?**
- A great product that people love using, meets critical needs, and is easy to navigate.
- 10,000 first-generation students served by FGU in 5 years (targets: pilot → 1,000 → 2,500 → 5,000 → 10,000).
- On-time product delivery with buy-in, feedback, and quality assurance processes
- Clean data and tracking program milestones, recruitment and all other program activities
- Engaged college and nonprofit partners who enroll students annually
- FGU brand is known in higher education and first-generation communities in all ANY sites (and beyond!)

**Skills and Qualifications:**
- Bachelor’s Degree, 5+ years of management experience
- Highly organized and detail oriented
- Able to effectively build partnerships and inspire others
- Loves growing programs and getting results
- Exceptional project management and planning skills
- Experience designing and launching programs
- High level of self-motivation, entrepreneurial spirit, and comfort working independently
- Ability to communicate across multiple areas and functions
- High level of energy, proactivity and commitment
- Data-driven and systems-oriented
- Advanced Excel, Salesforce and other CRM experience required

**To Apply**
Please submit a cover letter and resume to jobs@americaneedsyou.org (subject line: FirstGenU Director – Last_Name, First_Name). Please note that your application will not be considered without a cover letter. No phone calls please.

Salary for this position is in the mid-$70k range, commensurate with experience.