

Position Description: *E3 Alliance Director of Transformation Partnerships*

Classification: *Full-time Professional*

Direct Supervisor: *E3 Alliance Chief Transformation Officer*

E3 Alliance

E3 Alliance (Education Equals Economics) is a data-driven education collaborative based in Austin, Texas. Our mission is to transform education systems through data and collaboration so all students succeed. Founded in 2006, E3 Alliance is a nationally-recognized, data-driven collaboration of education stakeholders, including 15 Independent School Districts, eight Institutions of Higher Education, Region XIII Education Service Center, and more than 100 community/industry partners working together to advance our regional education strategic plan, "The Blueprint for Education Change™". A few of our primary successes include the following:

- The creation of the first multi-competency, student-centered standard for Kindergarten Readiness in Texas
- Increased the regional STEM student pipeline by 910% in nine years, from 1,493 to 13,579
- Launched and facilitated the Austin College Access Network, increasing direct supports for first generation college goers from 1,500 to 19,370 students
- Facilitated a regional campaign to improve student attendance, returning \$37 million in revenues to Central Texas schools

In 2015 E3 Alliance started taking initiatives and services proven in Central Texas to increase student outcomes to districts and partners throughout the state of Texas on a fee for service basis. By doing so, we are directly benefitting tens of thousands of students across the state by providing services ranging from targeted systems-building workshops to multi-year school transformation.

Purpose

The purpose of this role is to expand the geographic reach of E3's education products and services beyond Central Texas to make them available throughout the state. To that end, the Director of Transformation Partnerships will develop a go-to-market strategy, marketing materials and systems for E3 Alliance education products and services including market research analyses, recommendations, guides, models and consulting services and identify and cultivate relationships with potential clients – primarily school districts - throughout the state of Texas. Once the strategy has been defined, he/she will lead the effort to market and sell E3 products and services across Texas. This role will also deliver and support development of services we are continuously improving and creating to better serve our partners and most importantly students. This role will be in E3's Transformation Services (TS) practice and will work closely with the E3 Executive Director and COO as well as the Chief Transformation Officer.

Ideal Candidate

The ideal candidate has credibility with PK-12 educators, understands how schools and districts work, and has actively guided school improvement. The candidate also will need an established and expansive network that includes school and district leaders in the state of Texas. Additionally the candidate must have a willingness to lead outreach and partner development, and ideally should have experience with the product marketing and sales life cycle, client account management in public education. The candidate must have excellent verbal and written communication skills, as well as listening, negotiation and presentation skills. He/she must have proven ability to manage multiple projects at a time while paying attention to detail. The candidate must have experience using project management and/or client management software and solid record of accomplishment of developing and maintaining relationships

with partners or clients, preferably in the education space. Experience in developing and successfully marketing non-traditional products including: professional development, data, analytic models, and/or services is desirable. Experience in delivery of services is a plus. This person should have demonstrated experience building close relationships with public school district and/or state education agency leaders – two key target markets for our services.

Position Description

The Director of Transformation Partnerships will develop a strategic vision and tactical plans for partnerships and marketing of E3 Alliance work products and services. He/she will work with our existing products and services to develop scaling and marketing plans, cultivate customers, and achieve partnership goals. The Director of Transformation Partnerships will develop a deep understanding of our partner and potential partner needs and make recommendations for further development, enhancement and extension of existing products and services as well as development of new products and services. The Director of Transformation Partnerships will be able to communicate effectively about our products and services with a wide variety of decision makers from administrative to executive roles primarily in schools and school districts, education associations and, as appropriate, to education nonprofits and institutions of higher education. The Director of Transformation Partnerships will execute the full partnership cycle as appropriate to client needs.

It is very important for the Director of Transformation Partnerships to understand our “70/30 rule” which means that our primary motivation (70%) is to improve outcomes for students; bringing revenue to our non-profit from our products and services is necessary (30%), but secondary. We want to use the 70/30 rule to influence our choice of clients, our pricing, as well as our development of products and services. The greater the number of students, especially high needs students, reached statewide and the greater the degree of positive impact to students’ potential for success, the better. Student success must outweigh the revenue generation of any particular product or service, and indeed our partnerships overall.

The primary responsibilities of this position will be to:

- Build and maintain strong relationships, with partners including district leaders and principals, and other supporting organizations (education service centers, contractor implementers, etc.) working toward long-term partner and trusted advisor relationships
- Understand our work products and services and be able to effectively communicate the benefits of each and what sets us apart from competitors to potential partners
- Perform due diligence and research to understand our partners and potential partners including: problems, needs, opportunities, budgets, use of similar products, purchasing requirements and buying cycles
- Support development and upkeep of service materials: slides, handouts, website, etc.
- Work with the Project Coordinator and other members of the E3 team to manage deliverables for services
- Create marketing materials, collateral and pricing strategies consistent with E3 Alliance positioning and mission
- Share insights from partner interactions, actively contributing to the evolution of E3’s product and service offerings

Required Education / Skills / Experience:

- Bachelor's Degree or higher in Education, Education Policy or related field
- At least 8 years' credible experience in working in education delivery and/or administration, preferably in Texas
- Direct experience in sales, marketing, or partnerships development desirable.
- Professional experience in managing complex education projects with diverse stakeholders
- Knowledge of practices and theories specific to instructional leadership, especially of challenged or "at risk" student populations
- Highly organized, with the ability to initiate and manage projects, balance competing priorities, multi-task, and plan and conduct efficient meetings
- Strong written and oral communications skills, including comfort in large public presentations
- Experience developing and providing professional development to educators
- Results-oriented, self-motivated to be productive and driven by sense of urgency
- Experience in using data to drive decision-making
- Recognition and respect for diversity of culture and background

Compensation and Benefits:

E3 Alliance is housed at founding partner Austin Community College District, and through this partnership utilizes ACC payroll and human resource systems. Therefore, E3 Alliance staff has access to ACC compensation and benefits systems, including generous vacation and sick leave, insurance, and other benefits.

- Salary based on experience and expertise, as well as comparable pay for similar positions at other non-profit institutions
- Health care and dental insurance, TRS retirement benefits, disability insurance, and other standard ACC benefits
- This position is grant funded in its initial years, however the revenue model calls for districts to assume costs stabilizing revenue for on-going support and expansion

Performance Expectations and Review

Performance reviews will be conducted annually. Areas of evaluation may include but will not be limited to:

- Success in carrying out duties as required by above job description
- Initiative in taking on new responsibilities
- Willingness to work as a strong team member
- Ability to take guidance and supervision
- Compliance with E3 Alliance Policies and Procedures