



EYEJ amplifies youth voices for those that are silent. eyej.org

Mission:

EYEJ: Empowering Youth, Exploring Justice empowers and amplifies the voices of teens and pre-teens by bridging them with diverse individuals to engage in interactive discussions centered around social justice.

EYEJ believes social justice means equality and opportunity for all. We believe a commitment to social justice requires us to value our collective diversity and commit to challenging injustice while simultaneously advocating on behalf of those who have the least.

EYEJ has served over 1,500 underserved youth through it's Discussion Series, EYEJ Impact 25 Youth Council, Change Summits, Y.O.D.J.: Youth Online Discussing Justice, DiscussSocialJustice and All-Star Reading Program.

History

Due to the death and ruling of Trayvon Martin, and through discussion and civil discourse, several Plymouth Church, UCC members including Mai Moore and June Antoine quickly gathered Plymouth Church members together as they knew that youth deserved and needed support to be empowered in August, 2013. Founder: Mai Moore, with her background and success in the tech industry understanding the balance between taking personal risk, speed, business, creating impact and results and community was necessary to help to amplify youth voices. <http://eyej.org/our-story/>

Title: DSJ Business Development Lead Volunteer

Purpose:

To create and update the current business development plan, deck (PowerPoint), and sales sheet to sell DiscussSocialJustice.com (an online platform aimed at college aged young adults to discuss social justice items turned into action) to the appropriate constituents. A one-pager is available upon request about this EdTech product.

Term:

4-6 Months. 10-15 hours during the week. Start=June 2020 Opportunity to scale into FT work, if this is of interest.





Qualifications:

- 2+ years of selling and/or business development work
- Track record of successfully generating new business and higher level customers
- Meticulous of details, and a keen eye to sales materials i.e. detail oriented
- Excellent and professional English writing skills, great communicator
- Drive to succeed and win
- Experience with proven methods with selling a product for higher-education entities
- Can identify potential partnerships for the product
- Ability to create a plan and implement along with review of history, resources available
- Unwavering commitment to quality programming and data-driven program evaluation
- Comfortable in Start-Up organization
- Salesforce experience a plus
- Virtual ok

Duties:

- General understanding of the the EYEJ brand, the programs, mission and vision
- Act as liaison for DiscussSocialJustice for EYEJ working closely with Executive Director
- Researches and updates competition
- Update all sales material to current i.e. PowerPoint deck, one-pager, pricing plans, one-sheeter etc.
- Create annual sales plan for product and/or plan for costs
- Cultivate ideas on marketing awareness plan for direct potential customers
- Implement aggressive prospecting activities based on best practices to generate business with new customers.
- Establish and build strong relationships with multiple contacts, including key decision makers and influencers, in as many school districts in the territory as possible.
- Deliver compelling and effective presentations and demonstrations of their digital curriculum solutions.
- Develop and maintain current knowledge of the market and competitive environment overall
- Ability to take tech product to the next level understanding the goals of the product, suggest necessary changes and upgrades from a sales perspective
- Build a cohesive plan for sales of the product
- Researches and works with tech team on pricing of the product
- Researches new techniques, ideas, and tools that could help improve a more desirable result for this project

To apply: please email volunteer@eyej.org with your Cover Letter, Resume/Bio, any questions and if applicable samples of your work. EYEJ will respond to you and set up a time to speak to discuss the role further.

