



## **POSITION ANNOUNCEMENT: Strategic Growth Lead**

### **MyPath Overview**

MyPath's vision is that every youth and young adult in this country has the chance to make their first paycheck not just about income, but lasting economic security. We build strong foundations for upward economic mobility by connecting working youth growing up in low-income communities with opportunities to bank and build savings, credit and financial confidence. MyPath began as a youth banking and financial education initiative at a San Francisco Mission District credit union. Over the past 10 years MyPath has grown to partner nationally with credit unions, municipalities, and youth employment programs in 13 locations, providing technical assistance, youth-driven financial capability tools/resources/curriculum, and a robust technology platform which enables 6,500 youth and young adults every year to bank, save, and build their credit and financial confidence. MyPath youth have already collectively saved over 2.5 million dollars.

Our Youth Banking Standards policy initiative has been highlighted by the NCUA, the FDIC, the Consumer Financial Protection Bureau, and Aspen Institute; our tested models, results and best practices have been published by the Federal Reserve Bank of San Francisco, the Journal of Consumer Affairs and the Consumer Financial Protection Bureau. To learn more about MyPath, visit us at [MyPathUS.org](http://MyPathUS.org).

### **Position Overview**

This new role will help develop our growth strategy and will lead its implementation, increasing MyPath's visibility among youth employment and financial services practitioners at national and local levels, and improving MyPath's outreach and marketing materials. The Growth Lead will engage with national networks, local stakeholders and field intermediaries to grow MyPath's visibility and reach in communities throughout the country. The role will also ensure that local MyPath partnerships are spotlighted to recognize early adopters and encourage greater participation. The Growth Lead will work with the Executive and the Partnerships team to surface lessons and use them to drive growth strategy and related plans. The general areas of responsibility, as well as specific projects identified are as follows:

- Manage relationships with national youth employment nonprofits, youth workforce agencies, financial coaching groups and related networks and associations.
- Manage relationships with national financial services and financial coaching providers and networks
- Manage relationships with intermediaries and field stakeholders, including CFE Fund, Ready by 21, Prosperity Now.

*Powering youth potential, seeding economic mobility.*

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- Manage the ongoing delivery and improvement of MyPath marketing materials for different audiences and their delivery via webinar, website, and other channels as appropriate
- Work with Executive and Partnerships team to develop and update a growth strategy in each region and local community.
- Identify new growth and visibility opportunities at national and local levels
- Track activities using Salesforce and identify and report on emerging needs and lessons, including generating and documenting insights about how growth is happening within different communities and partnerships
  - Present at national, regional, and local conferences
  - Submit pitches to present at convenings to highlight successes and lessons
  - Track field developments and share with internal staff
- Participate in grant-writing to support design and pilot activities as needed
- Help create and implement a local and geographic outreach program to recruit and maintain a pool of interested, eligible, and suitable partners
- Develop and maintain relationships with various community based agencies.
- Ability to communicate orally and sufficiently to secure information from partner agencies, convey information on services available and to make effective referrals to partnership team.
- Travel to local and national partner agencies as necessary.

#### Qualifications:

- 5-7 years of partnership management and/or growth management inside a growing nonprofit, ideally one in the youth development, youth employment or financial coaching spaces.
- Demonstrated experience in financial capability field
- Youth engagement, youth development, youth financial capability expertise
- Demonstrated written and visual skills for external audiences
- Strong presentation skills
- Entrepreneurial orientation
- Demonstrated ability to lead in a collaborative manner
- Skill in communicating effectively with persons of diverse ethnic, social and economic backgrounds
- Ability to establish and maintain positive working relationships and work effectively with persons of diverse ethnic, social and economic backgrounds
- Must have engaging problem solving orientation and enjoy working with people
- Must be a proactive self-starter with great organizational and time management skills
- Must be detail-oriented and be able to multi-task in a fast-paced environment