

Position: **Coordinator of Engagement** (part time, approximately 10 hrs. per week), The [Center for Respectful Leadership](#)

General Description: This is a marketing position that reports to the Executive Director and the Director of Marketing and is responsible for enhancing and maintaining the engagement of two communities within our organization...

1. The CRL Community Members – comprised of members of the public (including professionals in HR, OD, and/or fans of CRL and Gregg Ward) who have a strong interest in respect and Respectful Leadership and who have signed up (currently for free) to gain access to the benefits and resources that CRL offers
2. The CRL Advisory Council – a diverse group of highly accomplished professional thought leaders, authors, trainers, executive coaches, and consultants who have agreed to serve on our Advisory Council

The individual in this role will be primarily responsible for drafting and executing a plan to increase engagement with both of these communities and will work directly with the Executive Director and the Director of Marketing (see Our Goals, below)

Regular Responsibilities

- Liaise regularly with AC and Community members through email blasts and online
- Field and redirect questions and requests from both Communities
- Ensure all affiliate AC sellers for Roadmap to Respect are set up within the Thinkific system
- Respond to requests from Marketing for materials, photos on AC members
- Participate in monthly LiveStream Marketing Event and as available in other marketing events (Clubhouse Calls), work w/ Marketing and Sales on topics, guests
- Host the monthly Reclaiming Respect Solution Session on Zoom
 - 1 hour in length, Fourth Friday of the month (usually morning PST)
 - Setup zoom schedule and registration, Eventbrite publication, collect contact information for all attendees, secure guest coaches from Advisory Council, work with Marketing to promote attendance, moderate and provide tech support during program.
- Arrange for 1-2 Changemaker Spotlights Interviews with the AC members per month
 - Pre-interview the AC member to determine interview focus, prepare questions and answers
- Work at the direction of Marketing on campaigns to market the above on Social Media, etc.
- Arrange and Host the Semi-Annual Advisory Council Summit (currently 1.5-3 hrs. online)
- Ensure all affiliate sellers for Roadmap to Respect are set up within the Thinkific System
- Pursue speaking opportunities and promoter partnerships to elevate the CRL brand
- Occasionally write thought pieces on behalf of CRL
- Keep a pulse on current events, work with marketing/sales to incorporate into CRL messaging and programming

The Ideal Candidate

- Outgoing and Collaborative
- Strong Writing Skills
- Self-Starter/Works Independently From Home / Anywhere, Organized, Timely, Reliable
- Very comfortable with Social Media posting, networking, etc.
- Experience with in person and on camera speaking in workshops, group sessions and livestream marketing events
- Computer savvy Office Suite and G Suite
- Familiarity with Zoom, Asana, basic video skills, Powerpoint/Google Slides

Compensation amount based on experience, on a 1099 basis, paid at the beginning of each month

About Us: The [Center for Respectful Leadership](#) is focused on sparking powerful dialogues, and developing and delivering highly effective training, consulting and executive coaching on Respectful Leadership, Emotional Intelligence, Psychological Safety, Interpersonal Communication, and Executive Presence.

To Apply, please send a letter outlining your interest and experience, your resume, and a writing sample (such as a published article, press release, blog post, etc.) to... hello@respectfulleadership.org

Specific Goals for the Role...

For Our Community Membership:

- Make CRL's platform the "go to place" for discussion, advice and support on Respect and RL
- Enhance the tangible benefits of being a CRL Community Member
- Grow membership to over 1K by the end of 2021
- TBD

For Our Advisory Board

- Involve them in the outreach work of CRL, i.e. leading Reclaiming Respect Solution Sessions, participating in Spotlight Interviews, Live Streaming Events and building programs and courses
- Sign them up to be Affiliates of our Roadmap2Respect programs
- Increase partnership arrangements with them, i.e. consulting, training and coaching
- CRL has a formal "onboarding process" for AC members by June 1, 2021
- TBD

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