

Vice President of Growth and Impact

Atma Connect is an award winning technology nonprofit headquartered in California. Our mobile app, AtmaGo, delivers real-time, crowd-sourced solutions to over a half a million low income people in Indonesia. Since our 2015 launch in Indonesia, we have built a community of users who share breaking news on fires, floods and emergencies; report problems in their neighborhood; post on jobs and organize community resilience events. In the coming year we will expand our work to Puerto Rico, and our vision is to build the power of people helping people in vulnerable communities around the world.

Atma Connect is seeking an entrepreneurial, self-directed, experienced, and collaborative, full-time Vice President of Growth and Impact to lead our all of our programmatic activities. The VP of Growth and Impact will lead our digital and field teams to increase users and user engagement on AtmaGo, collect and report qualitative and quantitative information on outcomes and impact, and develop infrastructure and systems for AtmaGo to operate in multiple countries. This is a rich, multifunctional, collaborative role: you'll work on solving hard problems; directly impact the experience of AtmaGo users; and help grow AtmaGo to reach millions of people in multiple countries. You'll play a vital role on the executive team at a high-growth startup, influencing the direction of the organization beyond your own function.

Responsibilities

- Lead the digital and field teams in Indonesia and Puerto Rico to increase user acquisition and user engagement so our app can deliver benefits to users.
- Maintain and extend partnerships with community and women's organizations to increase the usage of AtmaGo to meet their goals; and with governments to exchange information and generate change.
- Develop innovative and viral digital growth strategies to market AtmaGo and build the AtmaGo brand.
- Refine and improve digital and field user growth strategies by regularly testing new strategies, monitoring impact, and increasing ROI on these approaches.
- Create quarterly and annual OKRs for the field and growth teams, create implementation plans to achieve these OKRs, monitor and report progress.
- Continually solicit, review, and implement feedback from AtmaGo users to improve product and marketing.
- Participate in and help define product vision, and ensure feedback from field team and users is integrated into product roadmap.
- Lead, mentor and grow the field and digital growth team by recognizing, capitalizing on, and nurturing their individual strengths.
- Design, implement, and optimize systems, org structure, processes and tools to extend AtmaGo to new countries and ensure best practices and lessons learned are shared across locations.
- Lead the collection of qualitative (interviews, videos) and quantitative data (using business intelligence software, internal data dashboards, GA) on outcomes and impact as a result of AtmaGo.
- Communicate the outcomes and impact of AtmaGo to external audiences and donors through progress reports.

* We strongly encourage applications from women and people of color. *

You...

- Have multiple years of experience in leading and launching national or international projects, with a track record of taking on increasing responsibility and leadership, bonus if this experience is in launching and growing digital platforms and communities.
- Have experience in managing teams and program budgets, bonus points if these were distributed, multi-functional, and multi-national and included managing field teams.
- Are a strategic thinker, resourceful, entrepreneurial, a connector of dots and people, a natural problem-solver, and an analytical, data-driven decision-maker.
- Have a solutions oriented mind-set; are able to operate well in a start-up environment and bring a willingness to pitch in outside of the job description when help is needed.
- Bring an operations mindset: you enjoy (1) taking a systems thinking approach to define and improve processes (2) rolling up your sleeves in service of a cause, even if the work is not always glamorous.
- Boast a track record of producing measurable results, while balancing multiple priorities and constituencies, ideally in settings with ambiguity and rapid change.
- Are a strong communicator and empathetic leader who can collaborate with people at all levels of the organization.
- Set ambitious goals and effectively execute on them.
- Able to travel a few times per quarter to program implementation locations and to present at conferences and to donors.

Bonus Points For

- Past experience with user acquisition, growth hacking.
- Past experience with marketing and technology products.
- Past experience managing field teams.
- Facility with Google adwords, FB ads, digital marketing.
- Previous work with institutional, multi-lateral, and private donors.
- Familiarity with nonprofits and, specifically, with technology and international organizations is a bonus. An interest in community resilience and empowerment is helpful, but not required—as long as you are intellectually curious enough to learn about our niche over time.

Compensation: Compensation depends on experience and will be competitive and commensurate with other positions in the field. We are committed to the personal and professional growth of all staff.

How to Apply:

- **Applications are due August 8, 2018.** The position is open until filled. We are looking to hire someone as soon as possible, so we encourage you to apply early.
- Email a cover letter, indicating *why you are interested in this specific position and what skills, qualities and relationships you will bring to the organization, a resume, and salary requirements* to jobs@atmaconnect.org. Include the subject line “Application for VP position.”
- No phone or email inquiries.

About Being on the Team:

- We are a startup, entrepreneurial organization that is constantly refining our work. All staffers are

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expected to help build organizational capacity, including strategizing around program development, developing documentation, supporting communications and fundraising, and taking professional development opportunities.

- Ability and willingness to learn the technological tools for remote working is also expected.
- We strive for a highly participatory, mutually supportive workplace that creates excellent work and allows us to have fun doing it. We are committed to the personal and professional growth of all staff.
- Atma Connect is an equal opportunity employer and committed to a diverse and inclusive workforce. We strongly encourage and seek applications from women and people of color. We do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender, marital status, sexual orientation, age, disability, or veteran status.

About Atma Connect

Atma Connect is an award-winning 501(c)(3) international nonprofit headquartered in California. Our vision is based on a simple principle: no one understands the challenges of poor and marginalized communities better than the people who live in them. Atma's mission is to use technology to empower low-income people around the world so they can report problems, share solutions, and improve their communities from the ground up. We have launched a mobile app in Indonesia called AtmaGo: Neighbors helping neighbors (www.atmago.com). The Jakarta Disaster Management Agency has called AtmaGo an "important platform" that helps the agency "reach poorer neighborhoods." Our work has won support from worldwide funders through various international awards, including the Global Resilience Partnership (Rockefeller) and the Amplify/IDEO.org Challenge (DFID, Zurich Insurance).