



# QUESTBRIDGE

## Job Description

### QUESTBRIDGE PROGRAM MANAGER

The QuestBridge Program Manager position offers an exceptional opportunity to contribute to the growth of a far-reaching entrepreneurial social venture.

QuestBridge is a national nonprofit program that connects outstanding low-income students with educational opportunities that can change their lives, as well as the demographics of our nation's leading educational institutions. QuestBridge combines best practices from the fields of business, social science and information technology to reach high-achieving students who have remained beyond the reach of traditional higher education recruitment methods. (Additional information about QuestBridge can be found at [www.questbridge.org](http://www.questbridge.org).)

The Program Manager will be responsible for developing key data and marketing elements of QuestBridge's innovative student recruitment systems. This position provides an opportunity to rise to the challenge of the highest standards of professional excellence while working to advance a groundbreaking social mission.

#### **Roles and Responsibilities**

- Manage the development of QuestBridge's recruitment data management strategy. Plan and oversee system implementation, develop standards and procedures, and manage system operations.
- Lead the development of QuestBridge's social marketing strategy. Apply marketing industry best practices to the challenge of targeting outstanding low-income students and effectively communicating the value of QuestBridge's programs.
- Perform complex quantitative analysis of patterns and trends in QuestBridge's recruiting efforts and outcomes.
- Participate in conducting recruitment outreach campaigns to tens of thousands of potential student applicants, educators and organizations nationwide (including content development, data processing, production and student education & support).
- Perform other administrative and miscellaneous tasks as needed.

#### **Qualifications**

##### *Required:*

- Master's degree in business administration, education, or public policy (or equivalent professional experience).
- At least four years of full-time professional experience.
- Experience in enterprise-scale data management (e.g., data warehousing, CRM, business intelligence, business process management, business continuity planning). Knowledge of database design, programming and querying.

- Experience in marketing research and operations. Background in applying sophisticated data analysis to increase the effectiveness of marketing initiatives.
- Strong project management skills.

*Preferred:*

- Two or more years of experience in a market-oriented social enterprise, Fortune 1000 business, or top-tier management consulting firm.
- Advanced skills with Excel (e.g., modeling, pivot tables, nested IF statements) and background in statistical analysis.
- Superior writing and editing ability, with experience preparing documents to the highest publication-quality standards.

### **Qualities**

- Entrepreneurial self-starter with passionate desire to create state-of-the-art data and social marketing operations. Energized by working with a revenue-generating social venture in an expansion phase.
- Ability to self-manage and take ownership of work. Keen sense of accountability.
- Deep-seated personal integrity.
- Strong belief in the goals and mission of QuestBridge.
- Warm, positive personality.
- Strong work ethic, with intense drive to reach goals and contribute to the success of the organization.
- Ability to be detail-oriented without getting lost in the details. Rigorous quality standards in terms of quantitative accuracy, text editing and visual aesthetics.

### **Compensation**

Competitive compensation. Benefits or equivalent compensation included with full-time employment.

### **Hours & Location of Work**

This is a full-time position. QuestBridge's headquarters is located in Palo Alto, California.

### **Application Process**

Please send cover letter and resume to [jobs@questbridge.org](mailto:jobs@questbridge.org) with the job title and your name in the subject line, e.g. "Program Manager - John Doe".

Due to the large number of applications we receive, we ask that candidates kindly refrain from calling, sending paper applications, and drop-in visits.