



## What is Callisto?

[Callisto](#) is a non-profit startup that creates technology to combat sexual assault and empower survivors.

**Title:** Senior Director of Growth

**About the Role:** The Senior Director of Growth will bring an integrated approach to marketing, sales, and customer success. They will be responsible for Callisto's go-to-market strategies, revenue performance and growth. This includes:

- Enabling Callisto to achieve sustainable earned revenue
- Managing sales and marketing to drive customer adoption and retention
- Embedding our mission-driven vision and survivor-centered values into sustainable growth and impact

### Major Responsibilities:

- Define, execute, evaluate and refine the growth strategy to continuously align with the Callisto's sales and impact goals
- Work collaboratively with members of the executive team to obtain cross-departmental alignment on strategy and intended outcomes
- Partner across functions to set pricing, define differentiated service offerings and go-to-market strategies in support of achieving maximize revenue potential
- Lead Sales, Marketing and Partnership teams
  - Build plans to market and sell Callisto to predictably meet and exceed targets
  - Implement standardized and scalable sales and marketing processes; establish robust sales management (ie. lead generation, customer acquisition, account planning, proposals)
  - Oversee Partnerships and drive exceptional customer service to foster loyalty and sustained usage among existing partner schools
  - Communicate brand positioning and value proposition to build awareness among students
- Lead evaluation and performance analysis of sales and growth; set specific metrics and systems for data capture to enable benchmarking; report out to broader team on financial, strategic and product implications

### Qualifications:

- Aligned with and energized by Callisto's mission of using tech to combat sexual assault and create world where sexual assault is rare & survivors are supported
- An MBA preferred, comparable degrees or equivalent work experience welcomed
- Experience managing teams with at least 2 years of supervisory experience
- Growth mindset; comfort with unknowns and ambiguity, continuously learning, inquisitive, demonstrates resilience through challenges and setbacks
- Broad-based business skillset with deep knowledge of the Sales and Marketing functions
- Analytical thinker; ability to analyze data to inform broader business strategy
- Ability to span strategy to implementation; enjoys putting processes and systems in place to drive progress and achieve goals
- Strong interpersonal skills; adept at relationship building, sales and client management
- Previous work experience in a high-growth start-up or a tech company is a plus

**How to Apply:** Please send Resume/CV and Cover Letter to [jobs@projectcallisto.org](mailto:jobs@projectcallisto.org). We encourage you to apply in a timely manner as applications will be reviewed on a rolling basis.

### Details:

- Cover Letter should express why you want to join the Callisto team and how you are a strong candidate for this role
- The ideal start date for this position is *July 2017*
- Candidates should be based in or able to relocate to **San Francisco**, and willing to travel as needed

Candidates of color are especially encouraged to apply. Trans and non-binary candidates are especially encouraged to apply. Queer candidates are especially encouraged to apply. Candidates with disabilities are especially encouraged to apply. Candidates on their 2nd or 3rd career are especially encouraged to apply. Your perspective is invaluable to our work.

