

# **Director of Revenue**

## **Who We're Looking For**

Scholly is looking for a Director of Revenue to drive aggressive growth and expansion of the business. As a member of the Senior Leadership Team, you'll be responsible for effectively scaling the company's existing revenue streams and launching new ones. You will spearhead and support all growth and business development opportunities at Scholly in both a hands-on and higher-level strategy capacity, a data mindset, and the ability to thrive in a high-velocity environment. To be successful in this role, you should have extensive experience in affiliate partnership and business development.

Reporting to the CEO, you are an elite-caliber professional who will be instrumental in the development and execution of the strategic and operational plans and will play a pivotal role in shaping the future of Scholly by developing, executing, and refining strategies that drive ecosystem health and long-term profitable growth for Scholly and our affiliate partners.

## **Responsibilities & Competencies**

- Drive growth - Oversee sales, affiliate partnerships and business development functions, deploying a seven-figure annual budget to scale the Scholly developer and consumer ecosystems at efficiency
- Drive vision - Drive vision and integrated strategy for growth marketing efforts across all touchpoints, including paid acquisition, SEO, ASO, retargeting, and lifecycle marketing
- Develop the ecosystem - Set and guide strategy to optimize ecosystem retention, monetization and growth
- Commercialize new revenue streams - Successfully launch and scale new revenue streams from brand sponsorship and advertising.
- Scale the team - Roll out highly efficient, process-driven talent management practices that enable uncompromisingly elite hiring and meritocratic performance management
- Own the P&L - Ensure that the organization and its leaders are delivering 'investable plans' for each planning cycle (short, mid, and long-term) while being held accountable to results based OKRs and KPIs.
- Build scalable processes - Build departmental systems and automate processes to enable the company to scale while achieving efficiency gains and quality improvements on a sequential basis.

## **Qualifications**

- Demonstrated 8+ years of B2C technology experience in a growth role
- Demonstrated ability to successfully launch new business lines
- Deep experience overseeing sales, marketing, business development and operations
- Proven ability to balance the day-to-day operations while driving strategic vision
- Demonstrated proficiency with multiple channels of paid marketing - SEM, SEO, social, mobile, affiliate

- Advanced knowledge of marketing automation across acquisition and retention
- Experience in holistic growth planning - research, forecasting, planning, execution and performance analysis
- Proven ability to coach and grow talent and organizational capabilities

#### Personal Attributes and Values

- Self-confident, self-motivated, self-driven leader who will speak up and does not succumb to groupthink. Comfortable weighing in or articulating a contrarian point of view in a collaborative setting. Embraces healthy conflict based on a foundation of trust in order to reach the best possible outcome
- Self-aware, collaborative, and open to feedback without becoming defensive or taking things personally
- Straightforward, no-nonsense style. Calm and level-headed under pressure.
- World-class communicator who leads by example and inspires teams at all levels of the organization
- Impeccable integrity and ethical standards. Honest, honorable, straightforward, and accustomed to driving alignment with peers and colleagues