



LEADERSHIP PROFILE



Executive Director – Greater Atlanta **Year Up** **Atlanta, GA**

“To close the Opportunity Divide by providing urban young adults with the skills, experience, and support that will empower them to reach their potential through professional careers and higher education.”
~ Year Up mission

THE OPPORTUNITY



Year Up is an award-winning, national non-profit which guides 18-24 year old urban young adults from poverty to professional careers in the span of one year. This intensive training program provides a combination of hands-on skills development, coursework eligible for college credit, corporate internships, and wraparound support.

Year Up Atlanta is one of the largest Year Up sites with a budget of \$12M, a staff of 60 and over 400 students to be served in 2018. It launched its first class of 40 students in 2009 and has since grown to two locations, one in midtown and the other located at Atlanta Technical College. Year Up Atlanta has a seasoned leadership team with a strong track record of success.

Year Up seeks an Executive Director to build upon this success and increase its visibility, deepen relationships with corporate partners and funders, and continue to close the Opportunity Divide in the metro Atlanta area.

The Executive Director will achieve the next level of impact by:

- Implementing a demand driven strategy to strategically increase and expand corporate partnerships

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- Developing and deepening donor relationships
- Expanding community partnerships
- Inspiring, motivating and managing a high performing team
- Leveraging and engaging the national team and the local advisory board to ensure Year Up Atlanta’s long term success
- Increasing the number of young adults served in 2019 and beyond



By doing so, Year Up Atlanta will become an even stronger asset to serve low-income young adults, positively impact the broader community, helping to close the Opportunity Divide and building a vibrant future for the Atlanta region.

THE ORGANIZATION

Year Up was founded in 2000 by Gerald Chertavian, who, after a successful business career, became a social entrepreneur. While he was in college, Chertavian began volunteering as a mentor and Big Brother to low-income youth – something he did for decades. He was impressed by the ambition and talents of the young people he got to know, but he saw that they had little opportunity to “plug in” to the mainstream economy. A combination of limited or poor educational opportunities and a lack of exposure to the culture of corporate America prevented many from entering the economic mainstream. Year Up was established to close this Opportunity Divide.



Since its inception, Year Up’s high-expectation, high-support program has combined marketable job skills, stipends, corporate internships and college credits to prepare students for maximum success. It addresses students’ social and emotional development and provides appropriate support to place young adults on a path to economic self-sufficiency.

During the first six months, students attend intense, classroom-based career training such as information technology, programming or finance, learning technical skills that prepare them for success in a corporate environment. Students also gain professional soft skills training.



During the second six months, successful Year Up students gain experience in internships with leading corporate partners who sponsor the internship placement. Corporate partners in Atlanta include Bank of America, Cox Enterprises, JP Morgan Chase, Kaiser Permanente, Microsoft, Symantec and The Coca-Cola Company.



After graduation, students are supported in their job search and in building their professional networks through Year Up's local and national alumni associations, as well as through Year Up Professional Resources, a wholly-owned staffing firm that serves only Year Up alumni.

As a national model for economic and social impact, the Year Up program gives companies a cost-effective solution for recruiting entry and mid-level talent, while providing young adults with an essential stepladder for career success.

Year Up has proven national results:

- 100% placement of qualified Year Up students into internships.
- Over 90% of Corporate Partners would recommend Year Up to a friend or colleague.
- 90% of graduates are gainfully employed or attending college full-time within four months of completing the program.
- Employed Year Up graduates' starting wage averages more than \$38,000 per year.

Year Up has been recognized at the national level through participation in the Clinton Global Initiative, a site visit from President Obama, and a feature on



• [60 Minutes](#). This recognition has triggered growth opportunities in every region, including Atlanta.

• With an operating budget of \$150M million, and a staff of 850, Year Up has served more than 20,000 young adults across 21 cities. Please visit <http://www.yearup.org> for more information.

THE RESPONSIBILITIES

The Executive Director will expand Year Up’s impact, capitalizing on the strong national reputation and building a similar reputation locally. He or she will:

1. **Provide strategic vision and leadership.** The Executive Director will be a values-driven, inspirational servant-leader with high emotional intelligence. He or she will inspire confidence and provide collaborative, forward-thinking leadership, develop and execute a strategy for growth that will ensure that Year Up’s national strategies succeed in the Atlanta market, manage well through change and enhance the comprehensive impact and growth potential of Year Up in Atlanta.
2. **Expand corporate partnerships and strengthen the Year Up brand while achieving fundraising goals and building capacity.** The Executive Director must be a visible leader, able to articulate the value proposition to corporate partners and donors to develop and strengthen Year Up’s brand and reputation in the region. He or she will lead the team to deliver quality execution and achieve ambitious goals. Expanding Year Up Atlanta will require additional financial resources, partnerships and investment.
3. **Be accountable for financial management.** Prior management of a P&L is valuable experience for success in the role. The Executive Director will promote disciplined growth with clear organizational priorities, a sensible management structure and emphasis on strategic management of resources.



4. **Be a credible and compelling advocate.** The Executive Director will be a powerful presenter and advocate for the Year Up mission. He or she will advocate vigorously and effectively for students and the program. The Executive Director will be adept at connecting with others in an authentic and caring way.

5. **Manage a multi-dimensional organization.** The Executive Director must lead performance management with strong executive leadership, clear objectives and accountability for the team. He or she will build a collaborative culture, effectively teaming with national resources to ensure the organization hits growth and performance targets. The successful candidate will make certain that the organization has the appropriate systems, resources, structures and personnel to support highly effective internal and external activities. Hiring, developing and retaining talent across the organization is critical to Year Up Atlanta's success, as is working to create an organization reflective of the communities it serves.


6. **Oversee program management.** The Executive Director will understand, value and maximize the performance of each of the site's program activities to ensure the highest level of performance for admissions, academics, student services, internships, job placement and alumni services.

7. **Provide organizational leadership and model partnership.** The Executive Director is a member of Year Up's national leadership team, responsible for driving the goals of Year Up Atlanta, while effectively leveraging and connecting with both national and peer leaders across the organization. He or she will be experienced working in a matrix environment and in partnering with, and leveraging resources outside of his/her direct team. The Executive Director will be a member of the organization-wide Management Committee, participate in quarterly strategy sessions and periodically be called upon to join teams which shape long-term organizational direction at the National level.

THE IDEAL CANDIDATE

The ideal candidate will bring experience leading a multi-dimensional, growth-oriented organization. He or she will be committed to the mission of Year Up and excited by the mandate to grow partnerships, relationships and revenue. The ideal candidate will:

- Be passionate about working with low-income young adults, have an unshakable belief in their potential and a strong commitment to the mission of Year Up
- Have a track record of driving organizational growth through strategic new market opportunities, expanding partnerships and increasing funds
- Possess an engaging personal leadership style that inspires others to support Year Up and the ability to communicate and advocate the mission clearly and persuasively
- Be a recognized peer among potential corporate partners, donors, and civic leaders with strong ties and a strong reputation within the Atlanta region
- Foster effective partnerships both internally and externally
- Be facile at balancing mission and margin while advocating for both
- Have experience running a P&L and managing budgets
- Have experience leading in a dynamic, complex, results-driven matrix environment with multiple demands



THE RELATIONSHIPS

<p>Reports to Manages</p> <p><i>... represents dotted line reporting</i></p>	<ul style="list-style-type: none"> • National Site Director • Senior Director of Professional Training Core • Senior Director of Operations • Senior Director of Program • Senior Director of Development • Associate Director of Fundraising & Sales •Regional Director of Corporate Engagement
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Key relationships	<ul style="list-style-type: none">• Year Up national colleagues• Atlanta Technical College• Corporate partners• Year Up students and alumni• Community partners• Current and prospective donors and partners
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Compelling candidates could come from a variety of contexts. Year Up is an equal opportunity employer, and a diverse slate of compelling candidates is being sought.

For potential consideration or to suggest a prospect, please email YearUpATL@BoardWalkConsulting.com or call Crystal Stephens or Laura DiBacco at 404-262-7392.