PUBLIC HUMANITIES INITIATIVE IN DOCTORAL EDUCATION
2024-2025 FELLOWSHIPS

**JOB TITLE:** Program Coordinator (Graduate Fellow)

**ORGANIZATION:** Beyond The Tenure Track (BTTT)

**ORGANIZATION DESCRIPTION**

*Beyond The Tenure Track* is an professional development agency that equips academics for sustainable careers, scholar-leadership and thriving lives. BTTT offers e-newsletters, programs, books, trainings, and an annual conference, serving thousands of graduate students and faculty members each month. Founded in 2015 by Fatimah Williams, Ph.D. (Rutgers 2011 and UVA 2002), our company is headquartered in Atlanta, GA and all team members are fully remote. BTTT is a for-profit organization with a heart of service to our community and clients.

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BeyondtheTenureTrack.com  Facebook.com/fatimahphd
LinkedIn.com/in/fatimahphd  Youtube.com/@fatimahwilliamsphd
Join our leadership newsletter: fatimahwilliams.com/newsletter

**POSITION DESCRIPTION**

Beyond the Tenure Track (BTTT) seeks a Program Coordinator to help manage and grow our signature programs. BTTT has three major projects for the 2024-25 academic year and, in collaboration with the CEO, the Program Coordinator will select one or more as their fellowship focus.

BTTT is committed to your professional development. Expect to develop your professional portfolio and concrete job skills, by carrying out a defined set of deliverables over the course of your fellowship. You do not have to be committed to a nonacademic career to be competitive for this position. We value flexibility and choice.
Project Overviews: (Choose one in collaboration with CEO)

1. **Professional Pathways Program:** 10-month leadership development program for faculty. Enrollment is open to institutional cohorts and individual faculty members.

   **2024-25 Goal and Sample Deliverables:** 2022-23 was our beta year with a 30-member test cohort. Our focus for 2024-25 is to maintain program quality and high-touch, responsive experience as we increase enrollments. Engage online program community. Co-facilitate peer group sessions. Conduct, analyze and present survey research. Conduct market research and design ways to engage target audiences.

2. **Options for Success:** Nonacademic job search course for PhDs. One-year program with rolling admission. Enrollment is open to individuals.

   **2024-25 Goal and Sample Deliverables:** Meet monthly enrollment benchmarks through course promotion and paid online advertising. Design activities or program features to boost member engagement in the course and as ambassadors of the course.

3. **Book promotion and community engagement:** The CEO will promote for her manuscript about the nonacademic job search for PhDs (Oxford University Press, early 2024).

   **2024-25 Goal and Sample Deliverables:** Research target audiences and groups. Build awareness of the brand and the book among target audiences. Design and help deliver complimentary events or offers that boost book awareness and Options for Success course enrollments. Pitch CEO for relevant speaking engagements (podcasts, conferences, etc.) and for popular publications.

**QUALIFICATIONS**

This role is great for someone interested in careers in:

- Management consulting
- Project management
- Business or social entrepreneurship

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Visit gsas.nyu.edu/public-humanities-initiative.html to learn more about the Public Humanities Initiative in Doctoral Education program. This position is only available through this program; please do not contact the host organization directly.
Qualifications and characteristics of someone likely to succeed in and enjoy this role:

- Excellent written and oral communication skills.
- Experience with community engagement and/or facilitating virtual learning groups, discussions and activities.
- Experience with copywriting, copyediting, blogging or vlogging.
- Experience with social media content creation and/or digital marketing, especially with YouTube, Facebook, LinkedIn, or Instagram.
- Experience with survey creation, data analysis and data reporting/data visualization.
- Experience with Canva and ChatGPT helpful, but not required.
- Must be well organized, motivated, and detail-oriented.
- Ability to work in a remote team setting and meet due dates.
- Demonstrate initiative, curiosity and creativity, and the ability to implement ideas.
- Has a healthy view of the possibility of entrepreneurship as a vehicle for social change and improving people's lives.
- Major is open.