

Knack Buyer & Knack Program Administrator (KPA): What's the difference?

Knack Buyer

This role is focused on bringing Knack to your campus by garnering buy-in and securing key items during the Proposal and Contract Phases to ensure a timely launch.

- **Point of contact:** Knack Partner Executive (PE)
- **Time commitment:** Minimal ongoing, seasonally involved
 - Securing budget for your Knack Program
 - Securing required campus approvals for your Knack Program
 - Securing IT personnel names for Knack's Technical Implementation
 - Selecting your Knack Program Administrator (KPA)
 - Driving urgency with IT for Knack Program launch
 - Maintaining communication with Knack Partner Executive for high-level decisions regarding program renewal and potential expansion

Knack Program Administrator (KPA)

This role is focused on managing the day-to-day needs of your Knack Program, coordinating consistent program promotion, attending standing Knack calls each term and much much more.

- **Point of contact:** Knack Partner Success Manager (PSM)
- **Time commitment:** ~30 minutes per week, year-round
 - [Click here](#) for the full two-page position description

I'm the Buyer – should I be the KPA, too?

We don't recommend this. Your Knack Program needs a KPA who has the time for and is excited about executing the day-to-day responsibilities of the role. It isn't often possible for Buyers to make this time commitment. As a result, things like ongoing program promotion can lapse, impacting student engagement negatively. That said, if upon review of the linked description, you feel confident about your bandwidth to serve as both the Buyer and the KPA for your program year-round, please let us know.