

Director of Course Operations

We are hiring a Director of Course Operations at [Write of Passage](#).

The Director of Course Operations role is an opportunity to help us push forward the frontier of online education as we continue to pioneer a new kind of learning: cohort-based, community-centric, premium online courses.

About Write of Passage

At Write of Passage, our mission is to teach thousands of people to write online, share their ideas, and build an online audience. In our flagship [Write of Passage](#) course, hundreds of students learn to publish their ideas, connect with others, and accelerate their careers through their writing. Students also leave with a network of friends who share their excitement for ideas.

Write of Passage has been taken by over 1,000 students in more than 50 countries. Over time we will continue to add companion courses to the Write of Passage ecosystem. Our vision is to build a global platform for writing instruction in the 21st century while delivering the best educational experience on the Internet.

About this role

As we grow, we are seeking to systematize and improve every aspect of our course operations. This includes data collection, analytics and reporting, backend integrations, financial and payment systems, community infrastructure, customer success metrics, retrospectives and knowledge bases, standard operating procedures, managing technical contractors, and other areas as they arise.

We are a lean team of five people, and rely heavily on the scalability and reliability of software-as-a-service, automation, and standard operating procedures to create value far beyond our size.

As Director of Course Operations, you'll have a broad scope of responsibilities to build new systems and create a culture of operational excellence. You'll play a pivotal role in the explosive future growth that we are poised for in the next few years. We are looking for someone who is entrepreneurial and adaptable, can learn new skills quickly, master our tech stack, and contribute to the strategic direction of our young company.

You'll be reporting to Course Director Will Mannon, and you'll also work with Write of Passage founder David Perell, Producer Becca Olason, Executive Assistant Cece Fernandez, and other contractors and collaborators with whom we work.

We're offering a \$100,000 USD salary, health insurance and full benefits, 21 days of PTO, and 401k retirement contribution matching. The position will always be fully remote, with occasional travel for onsite meetings in major U.S. cities. Although the work schedule is highly flexible, we require availability on weekends when launching new cohorts. Desired start date is **February 14th, 2022**, or as soon as possible.

Responsibilities

As Director of Course Operations, you'll be responsible for three areas:

1. Course operations management

- **Outcomes:** You build and maintain backend procedures to run our current and future online courses. You create step-by-step processes to ensure a smooth student experience for course purchases, course attendance, and access to course content.
- **Details:**
 - Oversee the Write of Passage student journey: marketing email opt-ins, payment gateways, course registration, check-ins, reminder emails, live session attendance, Mentor Group sessions, community engagement.
 - Maintain and improve our database of Standard Operating Procedures for all course-related activities, including The Writing Studio and future satellite courses
 - Solve problems as they arise during each cohort
 - Complete retrospective reports on successes and areas for improvement after each launch and cohort

2. Data and reporting

- **Outcomes:** You systematize our data collection and analytics, including both internal student data and marketing-related data. You map out our data flows, including collection, movement, storage, and analysis. Within this process, you research and recommend new tools to use, and work with technical contractors to implement these systems.
- **Details:**
 - Create student surveys and snapshots for each new cohort
 - Extract and store qualitative and quantitative student data in our central data warehouse
 - Combine the data intelligently across data sources
 - Create reports out of customer data to glean insights
 - Ensure compliance with all financial regulations and privacy laws, including GDPR, CCPA, and others

3. Technical systems oversight

- **Outcome:** You oversee our technical systems, including tool integrations, data collection, and customer success metrics. You create, test, and monitor our systems for launches, cohorts, and ongoing sales activities. Our current stack includes Teachable, Circle, Zapier, Zoom, AirTable, Typeform, ClickUp, and Notion.
- **Details:**
 - Find and work with technical and other contractors
 - Preemptively prepare for technical issues (especially for live events)
 - Resolve technical issues as they arise
 - Manage long-term projects to improve our tools and processes
 - Manage user authentication and course enrollment processes
 - Support the implementation of learning technologies to deliver a high quality, well-maintained, and accessible educational experience

Who we're looking for

We're looking for someone who wants to build a premium education brand with the potential to shape the future of how writing is taught. Someone who embraces growth and change and sees their work as a means of self-expression and service, not just a paycheck. Who believes in the power of ideas and technology as a force for good. And who understands the critical role of high-quality, effective operations in realizing our vision.

- You are passionate about helping us pioneer the frontier of online education
- You have experience in operations roles within high-growth organizations
- You have extensive experience using technology platforms to serve large numbers of customers
- You're a clear communicator and strong writer
- You have experience leading a team to turn ambitious goals into reality
- You are self-motivated, proactive, and responsive (the job is 100% remote)
- You are friendly, personable, and comfortable speaking in front of groups
- You pay extremely close attention to detail
- You're able to work on weekends occasionally during cohort launches

How to Apply

Does this sound like a fit for you? If so, please [complete the application](#).

Write of Passage, LLC is an Equal Opportunity Employer. Individuals seeking employment at Write of Passage are considered without regard to race, ethnicity, color, age, sex, religion,

national origin, ancestry, pregnancy, sexual orientation, gender identity, gender expression, genetic information, physical or mental disability, registered domestic partner status, caregiver status, marital status, veteran or military status, citizenship status, or any other legally protected category.