Unreasonable Systems Guru Job Description

Take flight. **Click here** to apply for this job by **Sunday, February 22, 2015.**

Core Job to Be Done

*Enable Unreasonable Institute teams around the world (Boulder, Mexico, East Africa, and more to come) to work more effectively and efficiently by making sure that we have powerful centralized support systems in place to support them.*

As Unreasonable grows and scales across the globe, one of the most critical functions we at Boulder Headquarters can provide is centralized systems to make the lives of our Founder Teams easier, so that they can focus on empowering entrepreneurs. As of today, we have built several such systems in Salesforce - including a CRM, impact assessment system, and application system.

We are now seeking a “Salesforce guru” (at the advanced administrator (201) or developer (401) level) to help us maintain and improve our current systems, and design and build new ones. This is not a systems administrator role; rather we are looking for someone who can design and build new systems. Furthermore, we want someone who is excited to create systems that our Founder Teams can maintain and upkeep themselves (so that you can move on to building even MORE valuable systems). **Most of all, we are looking for a Salesforce expert who is interested in applying their skills in a really cool context to help empower entrepreneurs who are changing the world!**

Key Responsibilities

The Unreasonable Systems Contractor will have four primary responsibilities, as listed below. We estimate that, over time, each of them will require a roughly equal proportion of the person’s capacity; however, during any given week, the time allotted to each responsibility is likely to shift based on current priorities.

1. **Manage & Improve Our Impact Assessment System (25%):** We have recently completed development of a Salesforce-based impact assessment system that will allow all of our Institutes to regularly collect, analyze, and graphically represent key data from their entrepreneurs. You will maintain and improve this system going forward, including programming new surveys into Form Assembly, linking them to Salesforce, running campaigns, and building reports and dashboards.

2. **Manage & Improve Our Application System (25%):** We have also developed Salesforce-based systems to read and review all applications for the Global Institute and Unreasonable Labs. As a next step, you will customize the system as needed to meet the needs of our two current Founder Teams (UMX and UEA), as well as new Founder Teams selected this year. This will include building additional applications in Form Assembly, linking them to Salesforce, and building the back-end infrastructure for each team to rate, review, and sort applications.

3. **Manage & Improve Our CRM (25%):** We are developing a “Version 1.0” of our CRM in Salesforce. You will be responsible for continuing to improve this system and building “Version 2.0” so that each Founder Team can actively track key information about all of their key stakeholders (e.g., entrepreneurs, mentors, funders), understand how they are connected to one another (e.g., mentor/mentee relationships, funder/fundee relationships), and make customized introductions (e.g., connecting entrepreneurs with new mentors and funders).

4. **Support and Train Founding Teams (25%):** We are in the process of introducing our two current Founder Teams
to the new Salesforce systems. You will be responsible for continuing their training, training new Founder Teams as they launch, and providing ongoing support. This will include the development of training materials, as well as live support via Skype and phone, as needed. Ultimately, we want our Founder Teams to feel completely empowered to use Salesforce on their own - your job will be to get them there!

Top Objectives

1. Ensure that all of our Salesforce-based systems (CRM, application system, impact assessment system) are running smoothly and serving their desired purpose
2. Help us improve our existing Salesforce-based systems as our needs evolve
3. Provide ongoing training and support to ensure that all Founder Teams are empowered and equipped to use our Salesforce-based systems

We Want Someone Who (Qualifications)

- **Is a proven “Salesforce guru”** at the Advanced Admin (201) or Developer (401) level
- **Has done this:** Has a track record of building Salesforce systems, as well as training and empowering people to use them
- **Balances big picture and nitty-gritty:** Is able to understand our objectives as users and dive into the details to develop the solutions we need
- **Strives for constant improvement** and will serve as our advisor on how to build even better systems
- **Is utterly reliable:** Will provide quick turnaround for any issues as they arise
- **Is a born communicator:** Can effectively teach laypeople the ins and outs of how to use Salesforce-based systems
- **Is in it for the mission:** Has a belief that no task is too small in service of our mission

What would you gain?

**Hours & Compensation (yes, it’s true...we will pay you for this)** | This position is for a contract employee and will be paid by the hour. We anticipate that the role will require approximately 20 hours per week, with some weeks lighter and some weeks heavier. The hourly rate will be commensurate with experience and location.

**An Unreasonable Network** | You’ll join the Unreasonable Family of 100+ ventures from around the world, 100+ mentors, 200+ partners, and our core team. Be warned: 8 of our entrepreneurs and one of our chefs have gotten tattoos of the Unreasonable Logo as a testament to how committed they are to the Unreasonable Community! You won’t be required to get a tattoo, but just saying we’re pretty tight!

You’ll not only build remarkable friendships that will last you a lifetime, you’ll also have the chance to learn from incredible people. Want to be mentored by the former COO of the Calvert Foundation? We can help you with that. Want to ideate with the former head of User Experience at Google X? You’ll have the chance in this role. Want to learn how to raise money from a mentor who’s started 19 companies and raised $1 billion? You’ll attend Unreasonable Mentor Tom Suddes’s workshop during our Summer Institute. In short, we are confident that whatever skill you want to advance, or whatever place you want to go, the Unreasonable community can help you.

**Meaningful Work** | We believe in our mission and believe life is to short to work on things you don’t care about.
What would your work environment be like?

**Values-driven team** | Be a part of our small team that strives to live the [Unreasonable Values](#) in everything we do. You will work with everyone on the Unreasonable team.

**No two days are alike** | Given the diversity of projects you will work on, we don’t expect that you will get bored doing the same thing day in and day out. It’s hard for us to remember 2 days that were the same.

**Live in Colorado** | The Unreasonable Institute is based in Boulder, CO (top picture) which is ranked #1 as the [happiest](#), [smartest](#), and [foodies](#) city. A few team members live in Denver, CO (bottom picture). We are a bit biased, but we think Colorado, with its entrepreneurial ecosystem, its socially conscious community and its outdoor beauty is one heck of an awesome place to live. We are ideally seeking someone who lives in the Denver/Boulder area, but are open to considering applications for remote work arrangements, as well.

**We’re flexible (not literally, although there is a lot of yoga here)** | We are less interested in structure and more interested what helps people come alive. If that means taking mornings off and instead working from 9pm to 2am, that works! If it means working 12 hour days to take Fridays off in the mountains, that is awesome. If it means working from a coffee shop instead of the office, go for it. If it means taking afternoon naps in the office, we will even bring a blanket for you. (Seriously, one team member used to do this every day!)

**In Closing**

If you want to work for a team you’ll love (we’re going out on a limb here :-)), do work that makes possible the creation of large-scale impact, build lifelong friends with some of the most remarkable people from around the world, AND get paid for it, what are you waiting for? [Click here](#) to apply for this job by February 22, 2015.

“The reasonable man adapts himself to the world; the unreasonable one persists in adapting the world to himself. Therefore, all progress depends on the unreasonable man (& woman).”

- George Bernard Shaw
Apply for “Systems Person” Position
Due: February 22, 2015

Thank you for your interest in applying for the Systems Guru role. We look forward to reading your application!

Step 1: How to Apply

Send an email to leigh@unreasonableinstitute.org with the subject line “Systems Guru: [Your Name] Application for Unreasonable Systems Role”. In your email, please include the following:

1. Answers to the following questions (no more than 1 page total):
   ○ Tell us about a time when you designed a Salesforce system that worked really well. How did you design it? How did you train people to adopt it?
   ○ Tell us about a time when you designed a Salesforce system that you thought would be great, but users had difficulty adopting it. What happened and what did you learn from the experience?
   ○ Why are you excited to join the Unreasonable team? Please be specific.

2. A sample of a compelling aspect of a Salesforce system that you’ve built (e.g., dashboards, example object record, workflow map, schema design, formulas etc. You could also share screenshots with a contextual explanation of how the system worked).

3. Your resume

Step 2: If you move on to the next round, we will have you do the following

1. Complete a Job-Related Challenge (which we will explain at that time)

2. Have an interview or two with the Unreasonable Team

3. Provide at least 2 references

Step 3: Our goal is to make an offer by mid-March!

Step 4: We’d love you to start by early April if possible :-)

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