



Student Agencies Tutoring (SAT) General Manager

Purpose: The two SAT General Managers have complete operational control of a tutoring business, with the intention of effectively managing current clients and expanding the SAT brand across campus. At their discretion, the General Managers can identify and market to new target markets. The managers have sole responsibility for managing client accounts and coordinating their student tutoring labor supply to fulfill satisfactorily fulfill tutoring requests. The General Managers are also responsible for proposing creative development plans and effectively leveraging the network and resources of Student Agencies Inc. to execute those plans. Business development may include marketing efforts (print or digital), expanding service offerings, partnering with other organizations, and more. Along with managing SAT, the General Managers are expected to meet weekly with the Student Agencies President and CEO to update them on financial issues, organizational challenges, and project progress. The General Managers also work with the CFO and President craft a financial budget and strategic business plan that guide them during their term and aid in recruiting and training new managers at the end of their term.

Hourly Requirement: This position requires the manager to work part-time (15-20 hours per week) during the academic year.

Job Description

The following job description paints a more complete picture of the skills that we are looking for. The following section will show the broad tasks that the General Manager is expected to perform. Though the job is comprehensive, many of the skills required to successfully execute these responsibilities are learned/perfected during training.

Main Responsibilities:

- **Customer Service:**
 - SAT Managers are expected to maintain strong customer relationships with clients, who are often parents or students.
 - Tutoring expectations should always be represented honestly and thoroughly; do not make promises that cannot be kept by your team
 - Emails and phone calls should be answered promptly and politely with diligence
 - The General Managers should conduct themselves in a friendly, courteous, and respectful manner when addressing customers
 - The General Managers should regularly, formally or informally, check-in with clients to ensure that sessions are meeting expectations & goals
- **Tutor Management**
 - There is no SAT without a strong labor supply, and as such, the General Managers ensure their hiring process attracts the highest quality staff
 - At the beginning of hiring seasons, key subject areas should be identified, and prospective tutors should be proactively approached to build the tutoring base
 - The tutor hiring process should not only emphasize academic achievement in key tutoring areas, but also identify tutors whose personal and social characteristics will make them suitable representations of the company



- Tutors should be thoroughly and deliberately trained using the training manual and materials
- Managers should always treat tutors politely and courteously; General Managers should remain respectful of tutors' time giving substantial notice before tutoring agreements and meetings and be understanding of conflicts
- **Marketing**
 - Continue to build brand recognition and loyalty around Cornell campus and beyond
 - Traditional marketing avenues described in the training manual should be pre-planned and executed efficiently during peak tutoring weeks
 - Managers should devise and execute creative marketing methods alongside the Director of Marketing to expand SAT's reach
- **Day-to-Day/General Responsibilities**
 - Remain up to date on emails, voicemails, communications, client meetings, etc.
 - Contribute to the overall benefit of SAI by participating in meetings, office hours, team projects, corporate recruiting/orientation/training, and aiding other businesses when necessary
 - Honor all deadlines and action plans
 - Aid in the transition of the successive General Managers by keeping organized records and adding to the training manual
 - Foster long-term business growth and development

Necessary Skills:

- **Customer Service:** General Manager spends a significant amount of their time speaking with customers thus experience and/or comfortability interacting with varying types of customers in a polite, welcoming, and courteous demeanor is essential.
- **Teamwork:** Since there are two General Managers, working together well and respecting each other's strengths and weaknesses makes SAT operate smoothly. Managers should also get along with and work closely with tutors to accomplish the business's goals.
- **Problem-solving:** Running any small business requires putting out unexpected fires when they arise. As a tutoring business, managers will need to be able to solve problems that arise from clients, tutors, or other company relationships
- **Communication:** Communication with employees and clients is essential to providing effective tutoring services, as well as being able to clearly define expectations for both the tutors and the customers.
- **Creativity:** As a small business, managers should be able to devise and execute novel plans for maintaining and growing the SAT brand

What We're Looking For:

We are looking for two dedicated, passionate, and hard-working students with an interest in business development/strategy, marketing, and management. If you exhibit the necessary personal qualities of a SAT General Manager and/or have any relevant experience, apply today! The purpose of SAI is to provide students with experiential learning, so don't let a lack of experience deter you from applying. In many cases, we weigh a candidate's motivation for joining SAI, ability to self-start, and resilience over past work experience.