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Coaches are like editors, another slippery invention. Consider Maxwell Perkins, the great Scribner's editor, who found, nurtured, and published such writers as F. Scott Fitzgerald, Ernest Hemingway, and Thomas Wolfe. "Perkins has the intangible faculty of giving you confidence in yourself and the book you are writing," one of his writers said in a *New Yorker* Profile from 1944. "He never tells you what to do," another writer said. "Instead, he suggests to you, in an extraordinarily inarticulate fashion, what you want to do yourself."

- Atul Gawande

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Job Description for Consultant [Full-time position] at Zeal (学而)

What is Zeal?

- Zeal is a social entrepreneurial venture based in China that offers consulting and mentoring for Chinese students applying for overseas educational institutions in English-speaking countries, primarily the US.
- Our mission is to provide opportunities—and they are rare in China—for Chinese students to meet and directly learn from outstanding young leaders.
- All of our services are premised upon a commitment to—and competitive advantage derived from—creating *mentorship* solutions. Such mentoring focuses on soft skills development, including critical thinking, storytelling, interpersonal dynamics, and body language, among others.

What is a Consultant?

Based in Shanghai, Hangzhou, or Ningbo, the Consultant will assume the overarching roles of manager, mentor, and business developer. As manager, the Consultant will oversee a network of Junior Consultants that directly work with Chinese high school students. As a mentor, the Consultant will counsel Chinese high school students as they prepare to study abroad. Business development will include marketing, direct sales, and strategic partnership cultivation.

Specific responsibilities include but are not limited to:

1. Mentoring Chinese students before, during, and after their college applications process through a number of capacity-building projects such as school selection, seminar discussion, essay coaching, and interview training.
2. Training Junior Consultants for projects, matching Junior Consultants with clients, managing Junior Consultants' work with students, and undertaking quality assurance throughout project execution.
3. Collaborating with the China team to design and teach soft skills curricula.



Zeal Education Group

As you become more familiar with Zeal and the education consulting industry in general, you will begin to have responsibility for marketing efforts and conducting direct sales with Chinese parents, students, and corporate clients interested in soft skills workshops.

What are we looking for?

- Strong communication, writing, and editorial skills in English
- Have a passion to mentor, teach, and lead young students
- Interest in broad exposure to Chinese business, culture and regional differences
- Fluency in Mandarin Chinese. (Highly desired but not required.)

What are the Benefits?

- Compensation includes base salary, projects fees, benefits, living accommodations stipend, and annual international travel. Overall compensation depends on ability, experience, and duration and level of commitment.
- The combination of travel, public speaking, break-out marketing events, and follow-up sales negotiation with potential clients will truly take your business Chinese to the next level. You would also get to see the middle of the consumer bell curve, instead of just highly informed and rational clients in major Chinese cities. For example, you would begin to understand how selling services in Hangzhou takes a nuanced and nonlinear “emotional vocabulary”, whereas selling in Beijing often requires traditional anticipatory logic.
- You will be part of an expanding business filled with young and intelligent people who are interested in empowering Chinese students and imbuing them with an appreciation for liberal education.
- In part enabled by the unique skill set and high caliber network they acquire with us during a relatively short time period, past Zeal Consultants have gone on to start businesses in China, management consulting, Harvard and Georgetown Law, a Supreme Court internship, medical school, and also become teachers in the US and China.

How do I join Zeal?

If you are interested in the Consultant position at Zeal please email Samantha Goodner at samgoodner@xueer.org with a cover letter, resume, and two writing samples of around 500-800 words each.

We will review your profile, and you may be contacted for an interview.

Tip: Please do not repeat your resume in your cover letter. Just introduce meaningful and fun aspects of your personality, experience, and perspective that cannot be captured by a resume.

做最牛的申请, 交最好的朋友

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