



Summary

True North Odyssey (TNO) is seeking a director with expertise in sales and business growth to help fathers reconnect with themselves and their children, taking our mission to the next level and driving meaningful change.

Description

We need a strategic thinker who can help us:

- **Develop and execute a sales strategy** to grow our retreats, coaching, and courses
- **Identify revenue opportunities**, partnerships, grant, fundings and sustainable income streams
- **Build relationships with key partners and organisations** to expand our reach
- **Create and refine sales funnels and marketing approaches** that attract the right audience
- **Help shape the future of TNO**, bringing fresh ideas to expand our impact

Who You Are

- You care about personal development, fatherhood, or meaningful social impact
- You are accustomed to shadow work and Men's work
- You have experience in **sales, business development, or marketing** (ideally in a start-up, non-profit, or coaching environment)
- You're proactive, creative, and excited to **help grow something with purpose**
- You enjoy working collaboratively but can take ownership of projects

What You'll Gain

- A chance to **shape a growing organisation** and make a real impact
- The opportunity to **work closely with the founder** and bring your expertise to a meaningful cause
- A **purpose-driven role** that aligns with your values and skills

If this sounds like you, let's chat!

Let's build something incredible together.

You're impact

This is a key area that has never been truly explored before: **father mental health**. The data is clear—fathers need help and support, and so do their children. Sons and daughters need their fathers to be present, emotionally available, and strong, not just physically, but mentally and spiritually. By supporting fathers, we are not only helping them but also creating a **ripple effect** that positively impacts their children and the wider community.

The opportunities in this field are huge. We have the chance to **change the narrative** around masculinity, shifting from outdated, unexpressed ideals to healthier, more integrated masculine values. This shift will allow fathers to feel empowered, emotionally connected, and equipped to raise children who grow up in **healthier, more peaceful communities**.

By focusing on this work, those who join us will be directly contributing to creating a **generational impact**, fostering well-being, connection, and positive change in society at large.