



Job Description
HEAD OF PROGRAMS
(Bilingual in Spanish)

EXEMPT: Yes

LOCATION: 1557 Healdsburg Ave,
Healdsburg CA 95448

DEPARTMENT: Programs

SALARY LEVEL: \$95,000/year + benefits

REPORTS TO: Chief Executive Officer

HOURS: Full-time, salaried, management position. Some weekends and evenings required.

DATE: 02/06/2020

START DATE: By April 1, 2020

ORGANIZATION BACKGROUND: Corazón Healdsburg's mission is to bridge the racial and economic divide in Northern Sonoma County. Corazón offers programs to improve health and wellbeing for all who live and work in our area through innovative partnerships and community driven programming. Working with youth and their families, Corazón aims to break cycles of poverty and improve quality of life for those we serve.

SUMMARY OF THE POSITION Corazón Healdsburg is seeking a bilingual (English and Spanish) highly creative, organized, savvy, self-motivated, detail-oriented, and enthusiastic **Head of Programs** to oversee and expand our programming in Northern Sonoma County. Exceptional management, organizational, writing, research, outreach, and communications skills are necessary. The **Head of Programs** position requires a proven, forward-thinking, and dynamic individual to provide proactive leadership and vision in implementing our programs with best practices in mind.

Reporting to the Chief Executive Officer, the **Head of Programs** will oversee the work of a team of 4 program staff and serves as a key member of the Corazón Healdsburg leadership team.

Our current program offerings support the three pillars of our mission:

Comunidad: Host stimulating and festive cultural events for diverse community members to come together through the common language of celebration. Gathering and socializing together breaks down fear and mistrust amongst our neighbors. Our Día de los Muertos festival is our hallmark event in this pillar.

Casa del Corazón: Located at the Healdsburg Community Center, our bilingual Family Resource Center connects our clients with resources and referrals to local partners who

offer help with essential needs and services. It is heavily visited, with both walk in hours and appointments.

La Voz: Strengthening the Latinx voice in Healdsburg and ensuring that decision makers hear the community's opinions, needs and desires. Our Comité meets monthly in Spanish and has three subcommittees: Education, Housing and Community Events. They also attend leadership development seminars together.

OUR COMMUNITY-BASED PHILOSOPHY

We focus on the whole family model where parents and their children are our clients. For example, our adult education programs are geared towards improving the financial and social stability of the entire family unit. Some of our adult education students are the parents of high school students in our FirstGen program who are working on their English fluency and/or striving to get their GED with us before their child finishes high school.

We offer the following portfolio of programs and services out of our Family Resource Center as well as at other community-based sites across Northern Sonoma County:

- Adult Education Classes (Citizenship, Computer Basics, ESL, Financial Literacy, GED, and Child Development)
- Art Festival/Art After Dark
- Carnaval y Feria de Salud Community Health Fair
- Casa del Corazón Family Resource Center
- Census 2020 Outreach Program
- Emergency Preparedness
- ECE Early Childhood Workforce Development Program
- FirstGen College Counseling Program
- Groceries To Go
- Health Action Chapter
- Kinder2College Savings Program
- Latino Family Film Series
- Moms to Moms Baby Showers
- Unity & Community Fund for Fire Relief
- Zumba and Yoga Classes

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Head of Programs duties include but are not limited:

- Promote and foster an environment in which proactive, data-driven behavior, and accountability are encouraged and rewarded.
- Identify staff resources and training needed to achieve programmatic and organizational goals.
- Serve as leader and coach to program staff and support their work by managing resources, opportunity, time, and information.
- Personally oversee and implement one or more programs

- Facilitate and/or lead small and large group meetings, internally and externally including facilitating on site community meetings.
- Ensure that innovations and best practices are incorporated into Corazón Healdsburg programmatic activities.
- Collaborate with community partners and manage the collaborative development of survey, monitoring, and evaluation tools.
- Cultivate local and regional relationship building to increase Corazón Healdsburg's visibility
- Participate in staff and board activities
- Increase Corazón Healdsburg's profile by serving as a bilingual spokesperson
- Oversee management of programmatic budgets to ensure effective and compliant use of grant and contract funds.
- Adhere to Corazón Healdsburg's administrative and database guidelines to support accurate documentation of activities.
- Work with Chief Executive Officer on budget development for new or existing programs.
- Provide accurate content for grant reports and proposals to secure new resources that expand or maintain Corazón Healdsburg's programmatic portfolio.
- Ensure compliance for all program grants and contracts; work with Development Consultant and Database Consultant to implement and/or improve reporting tools; and ensure timely, accurate reports and communications to donors.
- Deepen existing donor relationships and partner with Chief Executive Officer and Development Consultant in the pursuit of new donors.
- Monitor local, regional, and national initiatives in the field of social justice and Latinx issues as well as programmatic innovations and best practices from other sectors to ensure that Corazón Healdsburg team remains current.

REQUIRED QUALIFICATIONS:

- Bilingual language oral and written skills required (English and Spanish)
- Minimum BA/BS degree, advanced degree preferred.
- 5-10 years of experience working in or around issues related to social justice and/or Latinx community, with at least 3 years of senior management experience.
- Excellent verbal and written communication skills with exceptional attention to detail.
- Thorough understanding of modern business tools such as G-Suite, Microsoft Office, Slack, Trello, video chat, project management, Salesforce, CRM, and other platforms.
- Expertise in racial and economic inequities in the United States and knowledge about root causes, systems of oppression, and other underlying dynamics that contribute to vulnerability for the Latinx population.
- Proven leadership skills and management experience, including the ability to develop team performance and a genuine desire to coach and mentor.
- Demonstrated success in proposal development for programs.

- Superior writing skills in terms of analysis, content, and mechanics.
- Strong focus on being strategic, problem solving, and solution-focused.
- Experience working with community-based coalitions and organizations, community capacity building efforts, technical assistance, and group facilitation.
- General knowledge and familiarity with political contexts at the regional, state and local levels.
- Self-motivated, able to balance multiple and competing priorities or deadlines, excellent organizational skills, and ability to track multiple projects/programs tasks as delegated to program staff.
- Strong budget management experience, detail-orientation, and able to work well in evolving circumstances.
- Excellent bilingual (English and Spanish) written and oral presentation skills, with ability to engage, inspire, build credibility and engender trust with diverse audiences. This includes the ability to build coalitions, negotiate, and resolve conflicts effectively while preserving important relationships with partners and funders.
- Ability to research and quickly disseminate relevant, emerging and existing best practices and models.
- Demonstrated ability to work effectively with donors, community leaders, and the media.
- High level of knowledge and understanding, especially as it relates to program replication, connecting programs to funding, creatively generating other resources, and building strategic partnerships.
- Trustworthy, ethical, and authentic in all situations.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The position will be based in an office setting with light travel required to various locations throughout Sonoma County. Field position at off-site locations with unknown accessibility. The noise level in the work environment can be loud. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

OTHER DUTIES: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that is required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Corazón Healdsburg is an Equal Opportunity/Affirmative Action Employer.

HOW TO APPLY: Please send a resume in English and bilingual cover letter to Chief Executive Officer, Ariel Kelley at ariel@corazonhealdsburg.org.