
PROGRAM MANAGER: EXECUTIVE DIRECTOR PREP PROGRAM

CONSERVATION IMPACT | NONPROFIT IMPACT, SEPTEMBER 2017

Background

Conservation Impact | Nonprofit Impact are client-centered practices of our mission-driven company. Our mission is to *radically impact how organizations fulfill their missions and achieve results*. Founded in 1996, we have successfully completed more than 1,100 projects with 700 clients in 45 states and 5 countries. We provide comprehensive planning, marketing, and organizational development consulting and training solely to nonprofits, government agencies, and foundations. Our practices focus on the conservation, natural resources, healthy communities, healthy aging, and public health sectors. (See <http://conservationimpact-nonprofitimpact.com/clients/> for full client list.)

Turnover in executive-level leadership in the nonprofit sector over the next five years is projected to be as high as 70%. However, research from the Young Nonprofit Professionals Network shows that 45% of the most skilled young potential leaders plan to leave the sector. In response, Conservation Impact | Nonprofit Impact is launching a learning cohort program specially designed to equip those potential leaders with the skills, confidence, and mindset needed to succeed as executive directors. *The purpose of the Executive Director Prep Program is to accelerate the readiness and willingness of nonprofit staff, and those making the transition to mission-driven work, to fill executive director positions and to support their success in those positions.*

Ideal Candidate

Conservation Impact | Nonprofit Impact is seeking a program manager to develop, launch, and oversee this new program. The ideal program manager is an experienced nonprofit professional dedicated to making an impact and contributing to the strength and sustainability of the nonprofit sector. S/he believes in the importance of the program and is ready to take on the ownership of developing it to its full potential. The ideal candidate has a track record of building organizations or programs and truly enjoys developing and refining new initiatives.

The ideal candidate is also comfortable working independently, taking initiative, and meeting exacting standards of quality and performance. S/he has excellent writing, editing, and proofreading skills and can connect with and develop a rapport with individuals from diverse backgrounds. Also, the ideal candidate will be someone who understands and enjoys building and maintaining relationships with diverse audiences.

Qualifications

Minimum Qualifications

- ▲ 3-5 years working in the nonprofit sector
- ▲ Demonstrated experience and skill working with groups (e.g., chairing/facilitating meetings, teaching, training, etc.)
- ▲ Demonstrated success in program development, organizational development, marketing, promotions, or fundraising
- ▲ Demonstrated project management skills
- ▲ Excellent communication skills and meticulous proofreading and editing skills
- ▲ Strong skills in all basic office software, CRMs, and social media
- ▲ Bachelor's degree in English, business, public relations, communications, or related subject

Preferred Qualifications

- ▲ Exposure to multiple levels within the nonprofit sector (e.g., organizational, sub-sector wide associations and groups, etc.)
- ▲ Expertise or experience in the best practices of adult learning
- ▲ Expertise or experience in educational technology and/or social media
- ▲ Expertise or experience in marketing, outreach, or communication
- ▲ Experience building/engaging networks or affiliate groups (esp. with alumni-type groups)

Responsibilities

Primary responsibilities include program development, marketing, management, and coordination. This includes developing and implementing a strategic marketing plan to position the program and to attract participants from across the United States from specific target markets; and coordinating logistics and customer service to ensure a high quality, efficient, and profitable program. It also includes building and sustaining lifelong learning cohorts.

Program Development

- ▲ Manages program launch (program begins Q1, 2018) to budget and timeline
- ▲ Ensures brand identity and quality standards for all program and outreach materials
- ▲ Develops and manages processes and systems to intake and orient program participants
- ▲ Helps build and implement other systems and resources as needed (including resource database)

Strategic Marketing

- ▲ Develops (or works with a marketing contractor to develop) and implements an outreach and communications plan

- ▲ Promotes the program to increase credibility and visibility and generate inquiries from 100-200 viable prospects/year
- ▲ Recruits and enrolls 40-50 program participants annually
- ▲ Writes and places stories in targeted association newsletters, social media, and other platforms

Program Management

- ▲ Designs and implements a process of continual program refinement and development
- ▲ Fully understands participant needs, interests, and styles and makes program recommendations to best serve participants
- ▲ Builds strong relationships with program participants and cultivates a strong alumni network that continues to engage with and promote the program
- ▲ Schedules cohorts, faculty, and facilitators
- ▲ Defines communications protocols for all participants prior, during and after their participation
- ▲ Ensures 100% responsiveness and customer service
- ▲ Coordinates all participant communication for quality and brand

Logistics and Coordination

- ▲ Works with staff to handle program logistics and details
- ▲ Builds and maintains participant contact information
- ▲ May include information technology, event management, and other program support functions

Compensation and Application Instructions

- ▲ Mid \$60,000's plus full healthcare insurance and retirement benefits with significant bonus and growth potential depending on performance with opportunity for professional development and business/program ownership
- ▲ In your cover letter, please address:
 1. What three steps are critical to developing and growing this new program?
 2. Imaging you were talking to a member of our target market. How you would describe the value of participating in the Executive Director Prep Program to them?
 3. What difference would you hope your work as manager of this program makes for the nonprofit sector?
- ▲ Submit resume, cover letter, and three professional references to pm@nonprofitmpact.com
- ▲ Applications will be considered on a rolling basis until the position is filled; applications lacking a cover letter will not be considered

Program Description

The Executive Director Prep Program is a twelve-week, cohort learning program delivered via an online learning platform.

The curriculum derives from graduate-level nonprofit management and public administration courses, nonprofit director and fundraising experience, and outcome-based leadership development and organizational development work with over 700 nonprofit organizations and public agencies nationwide. The curriculum is designed to develop the *skills, confidence, and mindset* necessary to succeed in a leadership role. All aspects of the program's curriculum and related tools, templates, and resources focus solely on what is most valuable and useful to future executive directors.

Lead facilitators are Conservation Impact | Nonprofit Impact staff who have nonprofit leadership and management experience, have worked with hundreds of executive directors and thousands of board members, and have taught university graduate level nonprofit management courses. Supporting facilitators will be specialists in specific topic areas and coaches and mentors will be comprised of the program's advisory board members who have proven track records of success as executive directors.

Participants enjoy a highly personalized and customized learning experience in their cohort of no more than twelve students. Cohorts are designed and facilitated to grow into robust professional peer networks that can support participants throughout their nonprofit career. Ongoing access to a graduate-only resource library, job board, and professional development content helps to foster and sustain cohort connections.

In addition, graduates leave the program with:

1. A customized toolkit (literature, templates, and tools selected for their proven value) that can serve as their go-to resource over the course of their career
2. A professional development plan to guide their ongoing growth as a leader and manager
3. A personal action plan that helps them begin applying what they have learned

What distinguishes the Executive Director Prep Program from others is its highly practical and applied focus; its intense learning cohort format; and the understanding that successful nonprofit leadership is a delicate blend of skill, confidence, and mindset. Emerging leaders will be trained to strategically lead a nonprofit for impact and sustainability, and build confidence in their abilities to manage core operational functions. Additionally, the organization they work for will be better positioned to manage leadership succession and retain talented and passionate employees.