

## Job Description

Job Title: **Youth Development Program Manager (The Basics/DPIL)**  
Department: Community Impact  
Reports to: Director of Community Engagement & Agency Relations  
FLSA Status: Exempt



The following statements describe the general nature and level of work performed. They do not represent an exhaustive list of all responsibilities, duties and skills required of this position.

### Summary & Scope:

This position focuses on the implementation of The Basics-Southwest Alabama and Dolly Parton's Imagination Library (DPIL) through key strategies and will work with the Director of Community Engagement & Agency Relations, in coordination with United Way of Southwest Alabama staff, partner agencies, community partners, and volunteers to expand the partners and participants of each program.

### Essential Duties & Responsibilities

- Regional Communications: promote broad-based communications (including social media, newsletters, and advertising) to raise awareness and understanding of the importance of early childhood development and to increase the utilization of The Basics and DPIL as a tool for all families and caregivers.
- Partner Organizations and Sector Focused Outreach: Coordinate training, supporting materials, and resources for partner organizations that work with young children and families to register for DPIL and Basics Insights (text messaging platform), in addition to implementing the use of The Basics with staff and the clients they serve. Lead strategic outreach with community partners, including business, education, health sectors, faith communities, etc.
- Targeted Neighborhood Outreach: Communications and on-the-ground outreach will have priority components intended to reach key neighborhoods where children are most likely to not be prepared for kindergarten.
- Regional and Network Leadership: participate in national Basics Network and establish Southwest Alabama as a recognized regional, state, and national The Basics community. Additionally, provide support and guidance to new The Basics communities in Southwest Alabama as needed through Community Impact expansion.
- Develop and Implement Sustainability Strategy: Establish plan of action to ensure sustainability funding and future growth for The Basics and DPIL, grant research and writing will be essential for the program's long-term success. Management of overall program budget and specific grant budgets to ensure funding metrics are being exceeded.
- Document program activities and track The Basics and DPIL data (number served and enrolled, partners, trainings held, books delivered, etc., for annual report and grants.

### Professional Competencies:

- Mission Focused
- Collaborator
- Brand Steward
- Relationship-Oriented
- Self-Managed
- Communicator
- Results-Driven
- Socially Responsible
- Team-Builder

### Core Competencies and Required Skills:

- Must display exemplary customer service skills.
- Must successfully display outstanding outreach and engagement.
- Must be detail-oriented, with ability to manage and analyze data.

- Must demonstrate ability to effectively motivate volunteers and staff.
- Must be able to plan, execute, and evaluate program implementation.
- Must be knowledgeable of budgets and grant metric execution
- Must be able to compose and edit business letters, emails, data reports, and a variety of other documents.

#### **Supervisory Direction Received:**

- Position works under the general direction of the President/CEO and Director of Community Engagement & Agency Relations
- Position requires planning and arranging of own work in relation to overall set objectives

#### **Working Relationships:**

- Partner with staff and partner agencies' staff, other nonprofits, civic and religious organizations, child care facilities, school systems, health departments, obstetricians, hospitals, institutions of higher learning, government entities, and other organizations to create a plan to work with parents and families.

#### **Supervises:**

- No direct staff reports.

#### **Education and Training Required for this Position:**

- Bachelor's Degree in Elementary Education or Early Childhood Education preferred.
- Experience in community organizing, social services, public health, and/or early childhood education preferred.
- An understanding of early childhood development and the impact that The Basics, DPIL and other early learning programs can have on children, families, and caregivers.
- A background of progressive leadership experience in a nonprofit management or education and demonstrated knowledge of collective impact principles.
- Demonstrate success in organizing and executing programs targeted at creating measurable and meaningful social change.
- Outstanding verbal, written, and presentation skills, with an ability to listen actively and communicate to multiple audiences.
- Experience with managing budgets.
- Experience using data for decision making purposes.
- Ability to work independently or collaboratively in a variety of settings.
- Ability to manage people, volunteers and projects to meet deadlines.
- Capacity to develop, organize tasks, and reach reasonable goals.
- Able to provide own transportation to such meetings at various locations around South Alabama.
- Availability to work a flexible schedule as needed for meetings and events (which may include nights and weekends).
- Understanding of and commitment to the mission, vision, and goals of United Way of Southwest Alabama.

#### **Previous Work Experience:**

Minimum of 3 years of work experience that aligns with this position's requirements.

#### **Technical Knowledge:**

- Proficiency with a Windows operating system, MS Word, Excel, PowerPoint, Outlook, the Internet, virtual meeting platforms, and presentation tools.
- Reliable automobile, valid driver's license, and qualifying automobile insurance are required.

***What is described here is representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. United Way of Southwest Alabama is an equal opportunity employer.***

**Job Holder Name:**

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**Job Holder Signature:**

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**Job Supervisor Signature:**

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**Date:**

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