



Program Development

Reports To:	Executive Director/Co-Founder
Supervises:	N/A
FLSA Classification:	Non-Exempt
Approved By:	Executive Director/Co-Founder
Revision Date:	October 2021

JOB PURPOSE or JOB SUMMARY:

Good Friend, Inc. (GFI) programs create autism awareness, teach acceptance of differences, and foster empathy for individuals on the autism spectrum. Given the wide range of clients we serve (daycares, schools, camps, churches, community organizations, Girl Scouts, and businesses), Program Development will be responsible for interacting with a number of community stakeholders to generate leads, research opportunities, and make recommendations to the Program Committee and Co-Founders (Executive Director and Creative Director). Programs are generally delivered by the Co-Founders, whether remotely or in-person, recorded or live. GFI is also in the process of developing an e-learning platform, which Program Development will have an integral role in. Program Development will work with Marketing (Creative Director, Marketing Manager, Communications Coordinator) to promote the programs and program-related products, and will be responsible for hitting sales targets. Program Development will work with the Executive Director/Co-Founder on the annual program budget, which will drive those targets. Program Development is responsible for client communication, leads tracking, and associated presentation agreements. Program evaluation is also the responsibility of Program Development.

ESSENTIAL DUTIES and RESPONSIBILITIES:

	<i>% of Total Time</i>
<p>Sales & Marketing</p> <ul style="list-style-type: none"> Develop and execute a plan to build and sustain working relationships and communication with education administrators (at the district, CESA, and state levels), community organizations (civic groups, service providers, Girl Scout Councils, etc.), and the employment sector as it relates to talent recruitment and workplace culture. Coordinate social media messaging regarding GFI's services with Marketing, including curating and providing platform-relevant content according to a co-developed, strategic schedule. Monitor metrics associated with program-specific website traffic and social media posts. Work with Marketing to grow reach and induct followers into GFI's database (Kindful) and email client (Constant Contact). Schedule, curate content for, write, design, and distribute monthly Constant Contact emails for existing list. Follow up with any replies to these emails. Develop and execute a plan to maintain and grow GFI's program-related contact list according to mutually-agreed upon key performance indicators (KPIs), which may include serving as a representative for GFI at in-person or virtual conferences, if applicable. 	40%
<p>Product Development</p> <ul style="list-style-type: none"> Work with a curriculum developer and WordPress/LearnDash e-learning expert to take existing content and create training opportunities (with video and written/verbal components) for both educators and K-8th grade students. 	20%



- While coordinating the team with the curriculum developer and WordPress e-learning expert, work with the Co-Founders to develop e-learning modules (with video and written/verbal components) for the employment sector, allied healthcare professionals, and first responders.

Client Contact

- Responsible for following up on leads coming in through the website service contact form, as well as those submitted through Constant Contact sign-up page. Ownership from receipt of information to getting a signed presentation agreement or “try again later” plan.
- Create systems to automate the process as appropriate, delegating whenever possible to the Communications Coordinator.
- Evaluate programs delivered through service evaluations, focus groups, and other data points to monitor both output and impact. This data informs program content, fundraising, and marketing.

20%

Data Management/Administrative

- Must attend and participate in weekly staff meetings and 1:1 meetings with Supervisor (Executive Director/Co-Founder).
- Works with the Program Committee Chairperson to develop bi-monthly reports for the Board of Directors.
- Using a combination of mutually-agreed upon KPIs, tactical actions associated with the strategic plan, and the annual program budget, draft strategic SMART goals every 30 days while sharing, when relevant, in the work required to achieve the quarterly goals of the organization as determined by the Co-Founders.
- Maintain demographic and client contact records through Kindful.

20%

An individual in this position must be able to perform successfully the essential duties and responsibilities listed above. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

The above list reflects the general details necessary to describe the principle and essential functions of the position and shall not be construed as the only duties that may be assigned for the position.

COMPETENCIES:

- **Self-motivated**
- **Multi-tasker (capable of managing several projects simultaneously)**
- **Inclusive of team members and volunteers in work approach**
- **Inspirational, supportive/persuasive**
- **Confident public speaker**
- **Good communicator (understanding of behavioral styles in communication)**
- **Networking and follow up, including tracking leads in a data management system (Kindful)**
- **Attention to detail for scheduling and presentation agreements/requirements**
- **Google Suite experience**

MINIMUM QUALIFICATIONS:

Education: High school diploma full

Experience and/or Training: One to two years of professional development involving program management and/or sales and marketing experience

Licenses/Certificates: None



Technology/Equipment: Proficiency with Google Suite applications. Client database experience.

PREFERRED QUALIFICATIONS:

Education: B.A./B.S. preferred with an emphasis or concentration in education, marketing, public relations, or related field.

Experience and/or Training: Three to five years of professional development and training experience, one to two years of database management experience

Licenses/Certificates: None

Technology/Equipment: MacBook Air (GFI will supply), internet connection supportive of video conferencing, mobile phone (GFI will pay stipend), understanding of donor management software (Kindful)

PHYSICAL AND MENTAL DEMANDS:

- While performing the duties of this job, the employee is occasionally required to stand, walk, and/or sit; use hands to handle, or feel objects; reach with hands and arms; balance, stoop, kneel, and/or crouch; and talk or hear. Position may require repetitive movements. Specific vision abilities required by the job include close vision, distance vision, and the ability to adjust focus.
- Participation in conferences will require ease of mobility and some lifting, usually 5-10#, occasionally 40#.
- Connecting with people is an essential function, and needs to be done in a variety of modalities (phone, in-person, video conferencing) and through a variety of platforms (LinkedIn, networking groups, etc.). Scheduling those opportunities and tracking that information requires decision-making ability and attention to detail. Understanding that committee meetings, networking events, and/or conferences may take place in the evening or over the weekend will require a flexible working schedule (meetings and the work between them should take 10 hours per week), and will require reliable transportation.
- Attend weekly staff meetings, follow up with team members, and engage in a 1-to-1 weekly meeting with your supervisor (4 hours per week). As part of a team, many members of which are working remotely, respond to emails and text messages, as well as use the project management platform, independently and in a timely manner (3 hours per week of internal communication). Creating reports for the board and committees will require some math according to budget expectations and key performance indicators (1 hour per week).

POSITION TYPE/EXPECTED HOURS OF WORK:

This is a part-time position. Average 15-20 hours per week, during the core business hours of Monday through Friday, 8 a.m. to 5 p.m., plus some nights and weekends for events/conferences. Events may include networking, which are generally an hour or two. Conferences may include setting up an exhibit table, representing GFI at the conference, and tearing down the table. While every conference exhibit hours vary, expected time commitments could be from 4-9 hours per day, and could be 1-3 days in length. Product Development would make every effort to keep weekly hours under 40 so as not to incur overtime pay during conferences.

WORKING ENVIRONMENT:

Most team and supervisory meetings offer both in-person, in-office (1025 S. Moorland Rd., Ste. 600, Brookfield) attendance opportunities or a remote video conference option. Networking opportunities may be in-person in congregate community settings or virtual. Remote work (computer tasks, phone calls) can take place wherever the Program Development employee is most comfortable and focused, so long as the internet connection is stable (for audio/video) and private (to protect data in web-based applications). When it is necessary to participate in remote meetings, consider background noise and visual distractions for all participants' sake.

The work environment characteristics described here are representative of those individual encounters while performing the essential functions of this position.