



## **Job Announcement: Program Director**

**Organization Background:** Brown Girl Surf is a fiscal-sponsored project of Social Good Fund that works to build a more diverse, environmentally reverent, and joyful surf culture by increasing access to surfing, cultivating community, amplifying the voices of female identified surfers and gender expansion surfers of Color and taking care of the earth. Since beginning our programs in 2014, we have built a vibrant community of dedicated brown girl surfers and allies. Our presence is felt on Northern California beaches from Half Moon Bay to Bolinas, and the surf culture that we have created locally has been amplified via social media across the country.

We are led by a staff and volunteer base that is over 90% women and girls of color, and have a robust volunteer development program for both adult women and youth. Together, we work on building the capacity in our communities to surf, access the ocean, share surfing with others, and advocate for coastal access and conservation. We offer a variety of beach-based programs for female-identified and non-binary folks ages 9-99, and a youth Summer Camp that focuses on both surfing and ocean education. Programs in the water are complemented by programs on land, open to the whole community. These include community celebrations, film screenings, environmental cleanups, and civic engagement events around environmental justice and ocean conservation. Since the start of our community programs in 2014, over 450 female-identified and non-binary folks have participated in and/or hosted our programs.

**Position Overview:** Brown Girl Surf has grown quickly, with increased demand for our programming and more opportunities to amplify the voices of our community. We are excited to add the new position of Program Director to lead and supervise the program team, as well as manage systems to sustain our operations at our current scale and play a critical role in managing our program growth into the future. The Program Director will be supervised by the Executive Director and will work in partnership with her on program development and serve as lead for program oversight and management, as well as strategic thinking, including all strategy related to program evaluation and communications.

The ideal candidate is an experienced non-profit professional who is interested in staying with the organization for at least 3 years and ideally longer. The ideal candidate will be excited to partner with the Executive Director and program team to further evolve the organization in this moment of growth, and shape the Program Director position going forward.

This is a full-time exempt position of 40 hours/week (*Note: This position will be paid hourly, including overtime, during a 90-day interim period*). The Program Director position is based in Oakland. Brown Girl Surf is committed to a work culture where we can lead healthy and well-balanced lives, and remain connected to the joy that underlies our mission. We are looking for someone who shares our commitment, work ethic, and personal accountability to our mission, as well as promotes an organizational culture of equity and inclusion and centers justice, equity, diversity, and inclusion in your communication and behavior. We have a strong preference for candidates based in Oakland, where Brown Girl Surf and most of our community are based. Candidates that identify as females of color and/or those identifying as LGBTQI are strongly encouraged to apply for this position.

**Job Responsibilities:** The Program Director will directly supervise the Program Specialist, Program Coordinator and Surf Program Lead & Environmental Educator (SPLEE) responsible for program delivery at multiple locations. Essential functions and primary responsibilities include, but are not limited to the following:

**Program Planning, Oversight and Evaluation:**

- Develop program work-plans and monitor program activities, regularly, to ensure activities are aligned and in full compliance with proposed services, objectives are met, and program staff is on track to meet organizational goals and funding related deliverables.
- Lead and supervise the program team through ongoing feedback, coaching, training, input and direction to sustain a positive work environment, high morale, inclusion and collaboration, ensure delivery of high quality programs and foster productivity and accountability.
- Responsible for managing all operations and logistics, communications, community outreach, and oversight for major program events, including but not limited to volunteer events, rising leader programs and environmental stewardship events.
- Manage and oversee data systems (Salesforce) for managing program communications, outreach, enrollment, attendance, outcomes and evaluation data, participants and volunteer data with support from the Program Coordinator
- Manage consultants and contractors on projects related to BGS program management.

**Program Communications Strategy Development and Management:**

- Create an overarching organizational communications strategy with support from the Program Coordinator. This should encompass: internal, external, and donor communications; social media; and press inquiries.
- Manage documentation creation for communications strategy, protocols, and other tools for managing communication, including but not limited to communication guidelines, a press kit, and training for staff and volunteers giving interviews.
- Create and manage a work plan to operationalize the communications strategy, including recruiting and managing relevant personnel, some of whom may be volunteers.
- Oversee program communications for the organization to a diversity of stakeholders, both internal and external led by Program Coordinator.

**Program Design and Strategic Planning:**

- Staff lead for all logistical and operational strategic planning aspects (including outreach and community engagement) of program management and delivery with support of BGS leadership.
- Contribute to strategic planning, oversight and development of all programming.
- Lead program specific meetings, staff meetings and in-service trainings, as well as program debriefs to track, measure and evaluate program quality, program goals and implement improvements in consultation with program staff and leadership as needed.
- Lead staff for designing program outreach and communications strategy across multiple platforms.

**Program Outreach, Enrollment, and Community Engagement:**

- Cultivate and steward relationships with Brown Girl Surf community members, especially the volunteer community, with support from the program team.
- Oversee program enrollment and volunteer scheduling in order to meet program needs with the support from BGS Program Coordinator on program communications.

- Regularly engage with program participants and stakeholders to gain community support and to welcome input for program improvement and enhancement.
- Responsible for planning volunteer training and volunteer appreciation events with support of the Program Coordinator and organizational leadership on curriculum content and delivery.
- Support volunteer programs onboarding, tracking, and ongoing enrichment.

### **Qualifications**

#### *Required:*

- Bachelor's degree or equivalent experience required.
- 5+ years of relevant work experience managing complex programs with overlapping time lines and multiple constituents preferred. At least 3 years of staff and volunteer management experience required and at least 3 years working with youth required.
- Highly skilled in managing complex, timebound logistics, while remaining highly flexible, and holding community as a top value.
- Be able to anticipate issues that could arise during the change process and develop plans for how to overcome them.
- Strong communication skills and be able to offer constructive feedback to staff and other executives who work as part of a team.
- Strong active listening skills and be able to communicate verbally and in written communication with people of all skill levels and abilities.
- Openness to engaging with and developing a connection to the ocean is critical. Surf experience is NOT necessary, though welcome and helpful.
- Embody BGS 6 core values: Play, Community, Empowerment of girls, women, and gender-expansive POCs, Care for the Earth, Arts and Expression, and Gratitude.
- Knowledge and deep understanding of power and privilege around race, including *within* communities of color.
- Proficiency in Salesforce (or ability to learn quickly), Microsoft Office and Google Suite.
- Able to lift objects up to 40 lbs., walk up to 1.5 miles, and stand for extended periods of time.

#### ***Desired Qualifications:***

- Language skills in relevant languages for our community: Spanish, Tagalog, Vietnamese, Khmer, Mandarin and/or Cantonese.
- Experience and training in working with youth and families who have experienced trauma.
- Strong knowledge of safety/logistics in outdoor programming. Knowledge of ocean-based surf programming is ideal.

**Required Competencies:** To perform the job successfully, an individual should demonstrate the following competencies in executing the essential functions of this position.

- Problem solving – identify and resolve problems in a timely manner by gathering and analyzing information skillfully.
- Interpersonal skills – maintain confidentiality, remain open to others' ideas and exhibit a willingness to try new approaches.
- Managing Up - Ability to exercise good judgment and manage communications with supervisor and/or agency leadership.
- Oral communications – speaks clearly and persuasively in positive or negative situations, demonstrates group presentation skills and ability to conduct meetings.
- Written communications – edits work for spelling and grammar, presents numerical data effectively and is able to read and interpret written information.

- Planning/organizing – prioritizes and plans work activities, uses time efficiently and develops realistic action plans.
- Quality control – demonstrates accuracy, thoroughness, and monitors own work to ensure quality.
- Adaptability – adapts to changes in the work environment, manages competing demands and is able to deal with frequent change, delays or unexpected events.
- Dependability – consistently at work and on time, follows instructions, responds to management direction and solicits feedback to improve performance.
- Safety and security – actively promotes and personally observes safety and security procedures, and uses equipment and materials properly.

### **Compensation and Benefits**

- This position is a Full-time exempt (FTE) position with a starting annual salary in the range of \$72,000 - \$76,000 depending on experience and qualifications. *NOTE: During the first 90-day interim period this position will be paid hourly comparable to the salary agreed upon hire.*
- Paid Time Off available (federal holidays, sick and vacation accrual).
- ProDeal and corporate partner discounts available to BGS staff are provided after a 90-day interim period.

### **Expected Work Environment**

The Program Director must be available to work onsite at our office in downtown Oakland, during the coworking weekly schedule between 9am and 5pm. Position requires flexibility to work on weekends and occasionally before and after regular business hours.

### **How to Apply**

Submit a COVER LETTER and RESUME to [jobs@browngirlsurf.com](mailto:jobs@browngirlsurf.com) by Monday November 22, 2021. Please note, resumes submitted without a cover letter will not be considered.