



Smart Start of Davie County (SSDC) Position Description

Title: Program Evaluator / Marketing Coordinator

Direct Supervisor: Executive Director

Supervises: None

Qualifications:

- Associate degree and /or minimum of 5 years' experience as a Programs Manager
- Bachelor's degree preferred
- Nonprofit organizational governance experience preferred
- High integrity
- Trustworthy
- Dependable
- Professional image (appearance, speech, and behavior)
- Excellent communication skills (oral and written)
- Proficient in Microsoft Office tools
- Service/customer oriented
- Attention to detail
- Ability to think strategically and critically
- Ability to work independently and collaboratively with others (team player)
- Ability to work under pressure and meet deadlines
- Ability to summarize and document meeting minutes
- Ability to analyze data
- Ability to operate business office equipment (personal computer, telephone, copier, fax, etc.)
- Maintains a valid driver's license and has reliable transportation
- Ability to lift up to 25 pounds

Basic Function of Position:

To work cooperatively with the Executive Director and the SSDC Board of Directors to develop and promote programs and services improving the education, care, and preparation of young children for success in school.

Specific Duties:

Research and Strategic Planning

- Prepares strategic plans for the Partnership and the community for services for children and prepares applications for funding, amending them as needed for optimal success and efficiency.

Program Development

- Prepares activity descriptions for inclusion in contracts and agreements with service providers.
- Develops and promotes new services that will meet the needs of children (0-5) and their families in Davie County based on community need and input and in conjunction with committees of the SSDC and the Executive Director.
- Manages programmatic scope changes for all programs.

Bidding and Allocations

- Supervises the bidding process for selection of service providers for activities, maintaining documentation.
- Prepares bidding documentation and budgets for some in-house activities

Monitoring and Evaluation

- Monitors/evaluates all programs and services.
- Assures compliance of programmatic standards regarding best practices, laws, regulations, etc.

Reporting

- Measures outputs and outcomes against goals and assists service providers to help them measure their outputs and outcomes. Conducts surveys of participant success and satisfaction.
- Provides end of year evaluation summaries.
- Manages the database of service information and provides evaluation reports to the North Carolina Partnership for Children, other funding sources, and the local partnership as needed.

Board Collaboration

- Provides technical assistance to Board committees on program issues and early childhood education initiatives and recommends changes to contracts as needed to improve services to young children.
- Serves as the staff liaison to Board Committees as assigned.

Community Collaboration

- Promotes collaboration among service providers and other community groups.
 - Promotes and improves collaboration and facilitates the involvement of all providers of early childhood education and childcare.
 - Provides information to the community and childcare providers on government initiatives, measures of quality, and early childhood research.
 - Understands and effectively communicates the Partnership's vision, mission, goals, and policies to stakeholders.
 - Cultivate relationships within the community

Marketing

- Coordinating all Marketing material
 - Develop appropriate marketing and messaging materials for organization
 - Complete annual report
 - Monitor quality of all internal and external communication pieces
 - Attend workshops and trainings as needed
 - Serve as lead staff for all media relations
- Develop and plan annual events (with help of staff, board, committees, and volunteers)
 - Serves as staff liaison with Outreach Committee and Research Development Committee
 - Oversee planning of KidsFest, and other events as needed
- Website
 - Maintain website and all contents
 - Update website as needed / work with staff to add current program updates
- Newsletters and social media
 - Complete monthly newsletters
 - Maintain and update data base of emails and addresses
 - Update FB, Instagram, and twitter

Other Duties as assigned by the Executive Director including but not limited to administrative duties, answering phone, helping clients that come in, etc.