

California Lutheran University

CENTER FOR NONPROFIT LEADERSHIP

PROGRAM SPECIALIST

Full Time

Starting Pay: \$41,600 - \$47,840 annually

JOB DESCRIPTION

Join the Center for Nonprofit Leadership Team!!

Under the direction and supervision of the Director of the Center for Nonprofit Leadership (CNL), the program specialist is responsible for providing program leadership of the Center's core business lines and programmatic activities including membership, open enrollment workshops, marketing and promotional efforts and strategic initiatives. Additionally, the program specialist will develop and maintain strong relationships with University colleagues, nonprofit organizations and leaders serving the region.

Responsibilities include:

- Coordinate the overall design of each training cycle including planning, developing, and implementing all Center open enrollment workshops and strategic initiatives.
- Recruit and coordinate workshop facilitators, including preparing facilitators for the classroom (e.g. secure handouts, learning materials, and attendee rosters, introducing faculty at workshops and post-workshop follow-up).
- Provide direct staff leadership on scheduling, marketing and outreach, workshop planning, registration and implementation, fee and expense processing, materials management, logistics and coordination, day of event set-up and clean-up.
- Oversee development and revision/streamlining of promotional materials and hardcopy/online registration systems. Promote increased use of online registration system among workshop registrants.
- Design, implement and evaluate Center programming including venue selection, logistics and coordination, faculty coordination and support, development/procurement of learning materials, evaluation methodology and necessary course corrections.
- Assess the on-going capacity building needs of local nonprofit leaders via existing methods (course evaluations, periodic surveys, word of mouth and submissions via website).
- Analyze workshop attendance and recommend program improvements.
- Coordinate CNL membership program including administrative coordination of member processing/renewals, maintain accurate member data/information, coordinating member services and benefits, managing usernames and passwords and providing assistance to members as they access CNL resources.
- Build and sustain the CNL membership community by conducting outreach activities, presentations and conversations that convert to new and renewed members.
- Maintain membership directory, automated renewal notices and follow-up as necessary.
- Maintain CNL webpages accessible by members and non-members and the public at large.
- Maintain online content accessible by CNL members and faculty including PowerPoint slides, handouts, supplemental learning materials, tools and templates.
- Maintain nonprofit mailing list and current data on workshop participants.

- Lead, plan and review the promotion of all CNL programs by exploring new marketing and outreach opportunities.
- Increase awareness of CNL programs and workshops and increase attendance of CNL workshops by coordinating promotional activities, meeting reminders and follow up phone calls.
- Lead, plan and implement the Center's web and social media presence – prioritize content and images, manage posting calendar, track and evaluate social media strategies.
- Develop new marketing materials, including digital strategies, in compliance with Center brand and University policies.
- Design and implement online surveys and outreach/communications campaigns using Qualtrics and MailChimp, among other technology-related tools.
- Coordinate the Center electronic newsletter (eNews), periodic email blasts, digital marketing and promotional campaigns.
- Track CNL members and workshop attendees and prepare monthly and quarterly reports on utilization trends.
- As needed, collaborate and interface with other University departments, such as Campus Services and University Advancement.
- Secure onsite and offsite meeting arrangements, including offsite rental fees and catering.
- Maintain CNL master calendar of all events, individual and collective calendars and all meeting, advisory board and committee dates and requests.
- Be flexible and available as necessary for occasional evening/after-hours events and workshops.
- Perform other duties as assigned.

MINIMUM REQUIREMENTS

Knowledge of:

- University missions, goals, objectives, and policies and procedures.
- Nonprofit management best practices.
- Interpersonal skills using tact, patience and courtesy.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Principles of training and providing work direction.
- Public relations techniques.
- Supervision, training, event and program planning
- Community service, service learning, and volunteerism.
- Event planning, coordination and implementation
- Basic liability and risk management issues.

Ability to:

- Take initiative, problem solve and work independently as well as part of a team.
- Adapt to working in different locations throughout the community.
- Work in partnership with volunteers, stakeholders and donors.
- Provide strong customer service.
- Organize and prioritize work assignments.
- Operate office equipment including computers and supporting word processing, spreadsheet, publishing and database applications.
- Understand, interpret, apply, and explain CNL/University policies, guidelines and procedures.
- Effectively communicate orally and in writing.
- Meet schedules and timelines.
- Plan and organize work to meet changing priorities and deadlines.
- Train and provide work direction to others.
- Establish and maintain effective relationships with program volunteers, University administrators, staff and the public.
- Demonstrate leadership in developing and motivating student staff.
- Relate positively with students.
- Facilitate and lead programs and events

- Adapt and learn quickly in a changing office environment.

Minimum Qualifications:

Any combination equivalent to a bachelor's degree and two years of program coordination and/or office management experience

Preferred Qualifications:

3-5 years coordination experience in the nonprofit sector

To Apply