



TITLE: Program Director, Semillitas

REPORTS TO: Maria Cadenas, Executive Director

LOCATION: Santa Cruz County (hybrid)

CLASSIFICATION: Full Time, 40 hours per week

PAY: \$75K-\$100K annual salary, based on experience

BENEFITS: Health/Vision/Dental insurance, 401(k)

Please send resume and cover letter to: info@sccvonline.org. Applications will be reviewed on a rolling basis.

About Ventures

We're working to create the world we want in partnership with rural Latino working-class families in California's Central Coast to ensure a shared and equitable economic future for all.

Our transformational programs make certain that individuals understand and use their economic and political power. From building their savings to advocating for a living wage, our approach builds community and connects financial stability, wealth building, and self-determination.

Our work creates dignity by recognizing, acknowledging, and valuing our community members' leadership in making change happen. Together, we are working towards a shared and prosperous economic future where zip code, race, gender, or immigration status do not dictate income or wealth.

We believe that:

- Money, and how it is earned, used, and implemented to build wealth and financial systems, is a key component to building wellbeing and a vibrant society.
- We must be intentional and explicit in our work towards racial and gender equity, as social systemic oppressions, including those based on race and gender, are replicated and augmented through the current economic system and related policies.
- Local economies and equitable distribution of income and wealth provide the greatest return and align best in creating wellbeing.
- Money and financing are not well understood and there is a level of mystification around the topic that prevents engagement.

We work in ways that:

- are family centered and culturally appropriate;
- remove system level barriers to economic equity;
- provide leadership development and financial education for children and youth;
- develop new financial and asset building vehicles; and
- lift and leverage the great work already being done.



Our geographic reach encompasses Monterey, San Benito, and Santa Cruz Counties. Ventures is Latina, immigrant-led organization.

About Semillitas

Semillitas aims to create a community of belonging and hope for every child in Santa Cruz County. Launched in 2021, **Semillitas**, which means small seeds in Spanish, has three goals: 1) Improve early childhood development; 2) Raise expectations for higher education; and 3) Build dedicated savings for postsecondary education and healthy lifelong financial habits.

To achieve these goals, **Semillitas** automatically creates a College Savings Account (CSA) within 90 days of birth for all newborns in Santa Cruz County. The accounts are seeded a gift of up to \$50 and the program actively works with community leaders to establish and fund additional milestone contributions. These milestones are based on positive behaviors that address existing inequitable economic, health, and educational outcomes for children from working-class households. Once fully implemented, a child should have the opportunity to have been gifted up to \$500 for their post-secondary education by the time they turn five. Learn more at Semillitas.org.

About the Role

The **Semillitas** Program Director will work with the Executive Director to advance and promote Ventures' work to build a compassionate and equitable local economy that contributes to our communities' well-being. A key member of a values-driven and team-focused leadership team, the Program Director will oversee the execution, evaluation, and partnership management of **Semillitas**. The program is currently looking to formalize the child and parent engagement journey, conduct an impact evaluation of work in the next two years, and explore geographic expansion.

Program Director responsibilities include administration, budgeting, reporting, communication, education and outreach, social media, and evaluation efforts of the program - including milestone development. This includes recruiting and building the **Semillitas** support team.

The Program Director will oversee and develop **Semillitas** staff to ensure culturally appropriate outreach and administration of agreements with external stakeholders. The position requires the ability to support programs and projects with a diverse array of stakeholder groups including community leaders, funders, internal staff, and families.

At least five years of program management experience is required. Evening and weekend hours are expected.



Ventures staff must be able to work independently, under minimum supervision, and act on their own initiative. The ability to communicate, coordinate effectively, and support program activity will be critical. This job description is intended to describe the general nature of the work performed by employees in this job. It is not an exhaustive list of all the job's responsibilities. At Ventures, all jobs include broad responsibilities for continually improving the processes we use.

Regular Duties

- Direct and manage program, including leading the alignment, implementation, evaluation, and marketing of the program, including milestone opportunities and partnerships.
- Represent Ventures in related activities, including coalition and advocacy work.
- Supervise and coordinate activities of support staff, consultants, and/or volunteers engaged in the implementation and administration of program objectives.
- Coordinate content development, management, design, and distribution of communication efforts, including social media, videos, and photographs.
- Collect and analyze data, prepare scheduled and special reports, maintain program/project records and statistical information.
- Field phone calls and emails from the community regarding Ventures' programs and volunteer opportunities.
- May lead, guide and train lower-level staff, student employees, volunteers, and/or interns, as appropriate.
- Other reasonable duties as assigned by the Executive Director.

Physical Demands and Work Environment

The employee is frequently required to drive, walk, and climb stairs. The employee must occasionally lift and/or move up to 20 pounds. The work environment is primarily within an indoor office environment or comparable space (remote work from home, for example), with occasional exposure to outdoor weather when traveling to program sites.

Qualifications

- Believes in Ventures' Vision, Mission, and approach to work. Embodies Ventures' Values.
- Knowledge of equity frameworks, specifically racial and gender equity required.
- Extremely flexible, with a strong work ethic and an entrepreneurial spirit to accommodate a high level of responsibility and multiple priorities.
- Excellent written and verbal communication skills, including in creating and delivering presentations.

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- Ability to work with internal and external teams, provide excellent facilitation, customer service, conflict resolution, and build strong working relationships with diverse community leaders, institutional partners, peers, and colleagues.
- Strong organizational skills including project management, planning, evaluation, and program development. This includes collection and analysis of data.
- Experience in community outreach and organizing.
- Ability to take initiative and proactively manage multiple and sometimes competing tasks and projects while satisfactorily meeting deadlines and desired outcomes.
- Detail-oriented with excellent written and verbal communication skills.
- Solution-focused: able to analyze administrative, financial, and technical problems and recommend effective solutions.
- Experienced and proficient in Microsoft Office (Outlook, Excel, and PowerPoint) as well as other data management systems and reporting tools. Grants management software experience is a plus.
- Ability to thrive in a fast-paced environment.
- Bilingual (English/Spanish), bi-literate, and/or bi-cultural strongly preferred.
- Experience in financial capability and asset building strongly preferred.
- Valid California driver's license.