



**TITLE:** Program Coordinator, Semillitas  
**REPORTS TO:** Program Director, Semillitas  
**LOCATION:** Santa Cruz County (hybrid)  
**CLASSIFICATION:** Full Time, 40 hours per week  
**PAY:** \$25-\$35 per hour, based on experience  
**BENEFITS:** Health/Vision/Dental/AD&D Life insurance, 401(k)

**Please send resume and cover letter to:** [info@sccvonline.org](mailto: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](http://Semillitas.org).

### **About the Role**

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.

Under the direction of the Semillitas Program Director, the Program Coordinator advances and promotes Ventures' Semillitas program's work to build a compassionate and equitable local economy that contributes to the region's well-being.

A key member of a values driven and team-focused approach, the Program Coordinator will focus on planning, coordination, implementation, evaluation, and support. 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.

Prior experience preferred but not required. Evening and weekend hours are expected. This is a full-time position.

### **Regular Duties**

- Coordinate content development, implementation and evaluation Ventures' Semillitas program.



- Collaborate with Ventures' Semillitas Program director and Community Outreach and Engagement Manager in the design, marketing, and distribution of communication and community engagement efforts, including events, social media, and promotional activities.
- Collect and analyze data, prepare scheduled and special reports, maintain program/project records and statistical information.
- Utilize and manage software tools and platforms for data organization, analysis, and visualization.
- Field phone calls and emails from the community regarding programs and volunteer opportunities
- May lead, guide and train volunteers and/or interns, as appropriate.
- Other reasonable duties as assigned.

### **Physical Demands and Work Environment**

The Program Coordinator is frequently required to drive, walk, and climb stairs. They must occasionally lift and/or move up to 20 pounds. They must have the ability to drive a personal vehicle, as needed. 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 preferred
- Bilingual (English/Spanish) required; bi-literate and bi-cultural strongly preferred
- Experience in Financial Capability and Asset Building strongly preferred
- Strong computer skills including proficiency in Microsoft Office (Outlook, Excel, and PowerPoint) as well as other data management systems and reporting tools
- Proven skills and experience in providing assistance to community members and community-based organizations highly desired
- 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.
- Ability to thrive in a fast-paced environment.
- Valid California Driver's License.
- Experience in marketing, media, and communications, including social media
- Must be sensitive to cultural diversity and the needs of low to moderate income families