



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

KENTUCKY YMCA YOUTH ASSOCIATION

Job Title: **Director of Program Outreach**

Reports to: Senior Managing
Director/VP

FLSA Status: Exempt

Revision Date: August 2021

ORGANIZATION DESCRIPTION:

The Kentucky YMCA Youth Association develops engaged citizens and servant leaders inspired to affect change in their school, community, Commonwealth, nation and world. Through experiential learning, service and community activism, the Kentucky YMCA Youth Association fosters critical thinking, leadership, and social responsibility in teens. Students in our programs build communication skills and confidence while developing a network of meaningful relationships with diverse students from around the Commonwealth.

The Kentucky YMCA Youth Association is an antiracist, multicultural organization. We enthusiastically welcome persons of every ability, age, background, ethnicity, faith/religion, gender expression/gender identity, income, nationality, race, sex, or sexual orientation. The Kentucky YMCA Youth Association believes that in a beautifully diverse world, we are stronger when we are inclusive and when everyone has an equitable opportunity to learn, grow, and thrive.

We are an established, professional and fun non-profit that works to empower KY teens, our alumni, and our staff. Our team consists of hardworking and passionate professionals who excel in their career. Each day we strive to create a positive staff culture that allows for all employees to share their ideas, have fun, collaborate with others, work within a team and individually, plan their own schedules, and be creative. We are a Y for all and recognize strength in diversity.

POSITION SUMMARY:

The Director of Program Outreach is the frontline ambassador of the Kentucky YMCA Youth Association's programs to students, teachers, and community partners. This position is responsible for supporting existing participants, recruiting new participants, cultivating relationships with program alums and stakeholders, and executing components of Kentucky YMCA programs. The Director of Program Outreach is responsible for creating individual and team recruitment goals around all programs the KY YMCA offers and implementing sales and marketing strategies around the goals created. This position leads communication efforts with teachers, students and partners and helps participants navigate the registration and preparation leading up to a program. Outreach team members will lead workshops and educational activities to assist students and teachers in becoming fully prepared for the programs they are participating in.

This position also supports key programs through directorship and/or key program roles.

ESSENTIAL FUNCTIONS:

1. Recruit, train, and prepare students and advisors in assigned region to participate in statewide programs, including (but not limited to) Student Y, KYA, KUNA, GFI, LTC, YKAP, Changemakers and Y-Corps.
2. Facilitate group discussion and teach program curriculum to participants and advisors/adult volunteers.
3. Identify potential leaders within assigned region and encourage development of leadership skills, with emphasis on deeper participation in Kentucky YMCA programs.
4. Cultivate relationships with schools, advisors, teachers, local YMCAs, and community partners in assigned region
5. Maintain a regional database to track communications and participation data.
6. Monitor recruitment and sales goals and adapt recruitment strategies as needed.
7. Act as program director and/or support for the core Kentucky YMCA programs, including (but not limited to) KYA, KUNA, LTC, GFI, Y-Corps, Officer Retreat, and advocacy programs.
8. Synthesizes and creates program report outs.
9. Responsible for facilitating small groups and understanding program curriculum.
10. Ability to stay organized with receipts and expenses
11. Responsible for brainstorming ideas with other Program Directors
12. Ability to communicate efficiently via phone and in person with participants and teachers
13. Must be able to work independently on projects and multi task
14. Organizational and time management skills are necessary for all aspects of job
15. Contributor to program content pre, post and during programs
16. Supports partnerships with education sector, youth development leaders and YMCAs in the state.
17. Gives presentations and trainings to partner organizations. Strong Public speaking skills necessary.
18. Acts as primary support to the Kentucky YMCA programs, including (but not limited to) KYA, KUNA, LTC, GFI, Y-Corps, YKAP, Changemakers, Officer Retreat, local programs.
19. This position requires regular travel to Kentucky YMCA offices (Frankfort and Louisville), conference facility locations, and other venues and schools throughout the state of Kentucky.

20. Remote work is encouraged when in-person meetings are not necessary and conferences are not in session.

QUALIFICATIONS:

1. The KY YMCA is an anti-racist, multicultural, pro-equity organization, committed to a diverse workplace and is seeking a diverse pool of qualified candidates.
2. Must be 21 years or older.
3. One or more years of professional experience in sales, marketing and recruitment.
4. Direct sales or customer service experience with educational centers
5. Experience working with teens
6. Experience in program development.
7. Direct experience in project management..
8. Professional presentation experience.
9. Experience working independently on projects and with a team.
10. Proficient use of Microsoft Office, particularly Word and Excel.
11. Organizational, detail focused and independent time management skills are necessary for this position.
12. Superb public speaking skills and relationship skills are needed.
13. Must be able to schedule work proactively and independently, while also being able to work with teams.
14. Works as part of a team and demonstrates a high degree of self-initiative and commitment to expand skills and expertise through a variety of methods, including self-study, working/mentoring with colleagues, and both internal and external training.
15. Ability to change priorities as project expands or project needs change.
16. Must be able to assist in moving 35 pounds, have good mobility, and maintain a high level of energy over an extended period of time.
17. Ability to be away from home up to 25% of the year, or an estimate of 50 days, including extended periods of overnight stays.
18. Must have reliable transportation.
19. Ability to communicate clearly to large groups, over phone, and via email.
20. Ability to relate effectively to diverse groups of people from all social and economic segments of the community; track record of building authentic, constructive relationships with others
21. Understanding that you may stay overnight in a hotel for a potential of 14 days in November and December and 12 days in March.
22. Understanding of the nature and purpose of the YMCA and the respective roles of volunteers and staff.

BENEFITS:

1. Salary \$35,570
2. Fully paid health, vision and dental insurance coverage for employee and dependents.
3. Fully paid life insurance for employee
4. Company contribution to Y-USA retirement fund, after vestment.
5. Immediate 403b investment fund accessibility.

6. Professional development support through Y-USA and other opportunities related to job duties.
7. Competitive and generous paid time off (PTO) and holiday policy.
8. Results oriented, flexible work environment with some ability to work remotely.
9. Fun and energetic team environment.
10. Staff culture focused on professional development, quality results, high impact programs, celebrating staff successes, and happy employees.
11. Qualifying mileage paid at the state rate (when mileage exceeds amount stated in personnel policy). Cannot be used towards travel to and from Frankfort office.
12. KY YMCA laptop provided for work use.
13. Monthly cell phone stipend.
14. Additional employee benefits offered through payroll providers.

YMCA COMPETENCIES:

Mission Advancement: Models and teaches the Y's values of caring, honest, respect, and responsibility. Cultivates and retains the trust of others through direct and honest interaction. Engages community members in a way that builds commitment and loyalty in the work of the Y.

Collaboration: Advocates for inclusion and diversity throughout the organization. Appropriately addresses and corrects behaviors and practices that don't support inclusion. Helps build effective teams and community partnerships by fostering a common vision. Manages conflict constructively, with team and community. Assesses team dynamics and takes appropriate actions to engage team in ongoing work. Communicates needs and goals effectively, while demonstrating empathic listening for others. Able to tell the story of the Kentucky YMCA's cause and impact in the community.

Operational Effectiveness: Able to analyze, comprehend, and articulate operational goals and strategies of the organization. Able to anticipate likely outcomes and decide best course of action, while balancing risks and implications across multiple projects. Incorporates creative thinking and discussion techniques to meetings and brainstorming. Builds perspective by engaging others in open dialogue. Sets the norm of continuous improvement. Willing and excels in self-management of multiple ongoing projects, and setting clear goals and processes. Holds self and team accountable for high-quality, timely, and cost-effective results.

Personal Growth: Has a passion for learning that drives the pursuit of new knowledge and ideas. Listens and observes to gain new insight and continually improve performance. Actively supports and remains accessible to others during times of change or stress (e.g. conference seasons). Manages emotions appropriately and avoids becoming defensive or asserting inappropriate control when under pressure. Approaches others and addresses sensitive issues in a productive and non-threatening manner. Has functional knowledge to complete the job, and uses best practices as a framework to improve performance.