



Main Street seeks a Programming Director (PD) with high energy and passion who is friendly, organized, time efficient and detail oriented. The PD leads programming personnel (staff, contractors, volunteers) and oversees all aspects of programming development, delivery, evaluation, data collection, reporting, promotion and scheduling. The PD is responsible for training and daily supervision of all programming personnel. The PD works collaboratively with our team, encourages member participation and creates a stimulating, fun and varied schedule of offerings to maximize member and community enjoyment, involvement and retention.

### **Program Development**

- Creates and plans programs, including clubs, classes and special events that:
  - Are conducive to the diverse abilities of members
  - Speak to the diverse interests of members
  - Follow Main Street's programming principles (rooted in universal design)
- Creates a comprehensive program schedule that:
  - Is conducive to the varying schedules of members
  - Offers plentiful opportunities for wellness, personal development, and social and cultural engagement
- Collaborates on development of all new and current programs with the Main Street team
- Plans seasonal program mapping sessions with program and broader team
- Develops, maintains and publishes weekly, monthly and annual schedule of programming including preparing program updates for weekly member email and monthly newsletter
- Ensures that required staff/contractors/volunteers are available for all programs
- Ensures that all materials are available, spaces are reserved and set up, and any promotional materials are developed and distributed in advance of programs
- Ensures that, if the program has a virtual component, Zoom or other links are created and shared prior to event
- Identifies appropriate resources and activities in the community at large
- Involves members and staff in planning and implementing programs including committees and focus groups
- Creates and maintains programming webpages and calendar and works with communication team to determine audiences and promote any/all events

### **Program Implementation**

- Trains staff, contractors and volunteers on Main Street programming principles (rooted in universal design)

- Coordinates program communication including RSVPs, confirmations, expectations, supply lists and day-of reminders utilizing Neon (Main Street's CRM)
- Facilitates programs based on need, expertise and fostering relationships with members
- Evaluates programming and tracks utilization, quality, impact and satisfaction. Analyzes data on a consistent basis to determine strengths and areas in need of improvement.
- Assists individual members as needed with registration and program participation
- Fills in for staff, facilitators and volunteers as needed
- Records relevant sessions and uploads to video library

### **Program Oversight**

- Meets weekly to ensure program team communication and expectations are clear and consistent
- Ensures that all supplies and equipment are purchased, inventoried, maintained and made available for programming
- Develops and monitors programming budget to ensure adherence
- Tracks attendance of all member programming utilizing Neon (Main Street's CRM)
- Reports program metrics to management and team
- Fine-tunes current programming based on evaluation findings
- Supervises and manages Programming Associates, program supports and contractors
- Involves volunteers in the implementation and delivery of programs and events with support of Volunteer Manager
- Ensures that communications to/from all program team and volunteers are used efficiently and maintained
- Hires, trains/onboards and evaluates performance of programming staff and contractors
- Creates teams of staff, contractors and volunteers as appropriate to work events and programs
- Works with Membership and Volunteer Manager to organize volunteers for specific programming and events and assists in creating evaluation tools and schedule for program, members and volunteers

### **Other Duties**

- Maintains a safe and appropriate environment for programming
- Maintains files and records relative to programming
- Ensures Main Street policies and procedures, Code of Conduct, and safety and emergency protocols are followed
- Completes incident and accident reports as needed
- Works as an active team member with other Main Street staff and management
- Responsible for inputting program schedule into Carson virtual concierge system

### **Specific Information**

- Full time position, flexible hours
- In person position with flexible remote workday options after 6 months
- Healthcare and benefit options included
- **Salary range: \$74,000 - \$88,000 + bonus opportunities**