



Job Description: Manager of Programming

SUMMARY

Pretty Brainy empowers girls and young women to access, engage and have experiences in STEAM that shift how they see themselves, their capabilities, and their opportunity to make a difference in their communities and world. A 501(c)(3) nonprofit organization, Pretty Brainy values its partnerships with girls, parents, K-12 educators, institutions of higher learning, mission-driven organizations, and innovators and leaders among our corporate citizens.

Pretty Brainy's Manager of Programming will enjoy connecting with girls, parents and delivery partners, cultivating the relationships that benefit girls and our organization. In creating experiences across spaces and platforms, Pretty Brainy's Manager of Programming has accountability for the following —

Program Management: Design, Recruitment, Execution, Assessment

- Collaborate in updating and documenting the processes and systems for successful, consistent program delivery.
- Take the lead in deepening the organization's knowledge of parent needs and desires for program timing and scheduling.
- Create the annual program schedule, balancing audience needs with staff capacity.
- Collaborate in the design of STEAM programs that value girls and that girls will value.
- Collaborate with team members in defining program success and determining metrics for realizing success.
- Take the lead in creating and executing the strategy for program recruitment, forming and cultivating relationships with program partners, parents and girls.
- Take the lead in program delivery, clearly setting and communicating standards to team members and holding ownership for the testing and attention to detail that lead to successful participant experiences.
- Collaborate in determining the need for program delivery training experiences. Take the lead in creating, organizing and delivering training sessions.

- Take the lead in securing third-party assessment of programs and collaborate in the design of survey questions. Create parent and participant surveys and deliver these immediately following each program.
- Understand ongoing audience engagement and retention. Provide insights for continual improvement.
- Support diversity and inclusion through outreach, cultural humility, and the inclusion of diverse leaders.
- Provide feedback for team members for issues with PrettyBrainy.com and digital platforms through which programs are delivered.
- Implement best practices to help Pretty Brainy reach its goals.

Program Communications Strategy

- Working with audience knowledge and data, take the lead in writing the program communications plan, encompassing digital and print pieces, calibrated to recruitment metrics, and representative of the Pretty Brainy brand.
- Collaborate in creating and delivering the marketing communications required to meet recruitment and partnership goals.
- Collaborate in designing and writing program-specific online content, with the goal of successful UX and UI for girls, parents and partners, as appropriate.
- Collaborate in creating the annual marketing strategy.

Administration

Administrative support and communication to benefit the entire organization, as needed.

Requirements and Qualifications

The successful candidate will be utterly reliable in working independently, including planning and executing daily activities and prioritizing tasks.

- Minimum 3+ years of relevant work experience in building relationships, delivering programs, and program marketing and communications.
- Top verbal and written communication skills.
- Exceptional critical thinking.
- Demonstrated ability to collaborate and be a team player.
- Demonstrated commitment to advancing women and girls in technology and STEAM.
- Demonstrated knowledge of project management – from conception through to completion.
- Demonstrated knowledge of and experience with interpreting and making decisions based on sound data.
- Demonstrated knowledge of marketing processes and the ability to take a project from idea to actionable plan to execution.

- Self-motivated and comfortable with a small, non-profit environment: ability to use limited resources efficiently and effectively.
- Demonstrated experience with digital communications, including UX/UI.
- Proficient in Google professional work tools / Excel, Word, PowerPoint, Office 365 applications, as well as Adobe Creative Suite, and other software, as required.

Salary and Additional Information

The Manager of Programming is a part-time position, with the potential to be expanded to full time as the organization grows.

We ask candidates to answer the following questions in their application packets:

- What inspires you to work in this industry?
- If you were given one year to do whatever you want, what would it be?
- What is the most interesting or enjoyable book you've ever read and why?

This is a part-time position with a guarantee of 20 hours a week minimum time, flexible scheduling, and the opportunity to work remotely. Compensation is set in the range of \$20.00 to \$25.00 per hour, depending on qualifications and experience. We currently do not offer a benefits package. The Manager of Programming reports to the CEO. Job class is exempt.

To Apply

Email a tailored letter of interest, resume, and writing sample in one combined PDF, with the subject line "[First Name][Last Name] Manager of Marketing, Data, and Analytics," to ideas@prettybrainy.com. Pretty Brainy will review applications on a rolling basis. Our goal is to bring a new team member on board in April 2022 or when we have identified the right candidate for the job.

No phone calls, please.

Pretty Brainy is a 501(c)(3) non-profit organization that values inclusion, diversity, belonging, and well-being in our workforce. We are an equal opportunity employer and encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, family status, citizenship, disability, veteran status, arrest or conviction, or any other factor protected by law.

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