

Program Director

Employer: Literacy Coalition of the Permian Basin

Type: Full-time

Category: Exempt

Supervisor: Executive Director

The Program Director leads the design, delivery, and continuous improvement of the organization's literacy programs to ensure high-quality services, measurable outcomes, and excellent participant experience.

Key Responsibilities

Lead program planning aligned to organizational mission, community needs, and strategic goals.

Develop and refine program models (e.g., adult literacy, ESL, family literacy, tutoring, reading interventions) with clear participant pathways and success metrics.

Ensure curriculum and instructional approaches reflect evidence-based practices and are culturally responsive.

Oversee daily program implementation across sites.

Establish operational systems for intake, placement, attendance tracking, scheduling, and learner support.

Create and maintain policies/procedures that ensure consistency, safety, and quality across programs.

Supervise outreach coordinators and conduct performance reviews.

Collect and elevate learner/partner feedback to strengthen services and reduce barriers to participation.

Cultivate and manage partnerships with schools, libraries, employers, community agencies, and funders to increase referrals and service integration.

Represent the organization in community meetings, coalitions, and public-facing events as a program leader.

Support outreach strategies that strengthen program enrollment and retention.

Prepare accurate and timely program reports for funders, board committees, and leadership.

Budget & Resource Management

Manage program budgets, track expenditures, and optimize resource allocation.

Forecast staffing, materials, and technology needs; oversee procurement for program-related supplies.

Identify operational efficiencies and opportunities to scale impact without sacrificing quality.

Additional Marketing Responsibilities

Develop and execute marketing strategies that increase visibility of literacy programs, strengthen brand awareness, and support enrollment goals.

Create clear, compelling messaging and content for newsletters, social media, website updates, and outreach materials that highlight program impact and learner success.

Collaborate with outreach coordinators to design targeted campaigns that reach priority populations and drive participation.

Work with our marketing agency to track and analyze marketing metrics (e.g., engagement, reach, conversion) to refine strategies and improve effectiveness.

Maintain consistent organizational branding across all program materials, presentations, and public communications.

Support media relations by preparing talking points, success stories, and program highlights for press, partners, and community events.

Partner with development staff to align program storytelling with fundraising and community engagement efforts.

Required Qualifications

Bachelor's degree in education, social work, public administration, nonprofit management, or a related field, or

4+ years of progressive program leadership experience (nonprofit, education, workforce, or community-based services), including staff supervision.

Demonstrated experience building or managing outcomes measurement, reporting, and continuous improvement processes.

Strong project management skills with the ability to coordinate multiple initiatives and stakeholders.

Proficiency with common tools (e.g., Excel/Sheets, CRM or case management systems, learning platforms, data dashboards).

Working Conditions & Physical Requirements

Combination of office and community-based work; occasional evening/weekend events or program visits.

Regional travel to partner sites/program locations may be required.

Ability to lift and carry program materials (typically up to 20 lbs.) as needed.

Salary

\$85,000 or commensurate with experience.

We are an equal opportunity employer and are committed to building a diverse and inclusive team. We encourage applicants of all backgrounds to apply.

To Apply

Please submit a resume and cover letter describing your relevant experience and interest in literacy impact to: info@literacy.pb.org. Applications will be reviewed on a rolling basis until the position is filled.