

DIRECTOR, WORK MATTERS

POSITION PROFILE

Organization: REFORM Alliance

Location: New York, NY



MANEVA

REFORM

ORGANIZATION OVERVIEW:

REFORM Alliance was born out of the #FreeMeek movement and has since grown into a national force for criminal justice reform. Dedicated to transforming probation and parole, REFORM works to change laws, systems, and culture so that people can return to their communities with dignity, create meaningful pathways to work, and access the tools they need to thrive. By tackling unjust barriers in supervision, REFORM seeks to replace a punitive system with one that is restorative, accountable, and centered on rehabilitation.

REFORM operates as both a 501(c)(3) and 501(c)(4) organization, combining charitable initiatives with powerful advocacy efforts. This dual structure allows the organization to advance legislative change, build broad coalitions, and shape the public narrative around second chances. Through this work, REFORM is creating safer communities and stronger families while leading one of the most significant movements in justice reform in the country.

To learn more, please visit
www.reformalliance.com.



POSITION SUMMARY:

DIRECTOR, WORK MATTERS

REFORM is seeking a dynamic, strategic, and entrepreneurial Director to lead Work Matters, a signature initiative designed to dismantle hidden employment barriers within probation and parole systems. This role represents a unique opportunity to shape a high-impact program at the intersection of workforce development, criminal justice reform, and community empowerment.

The Director will oversee strategy, operations, and expansion of Work Matters, including the launch of pilot programs in Pennsylvania and Virginia and eventual national replication. Reporting to the VP of Community Engagement, the Director will build and manage a dedicated team, develop partnerships across sectors, and ensure the program delivers measurable, lasting change. While reporting to Community Engagement, the Director will work closely with and take guidance on all policy and data matters from the Chief Policy Officer and the policy team. This position requires significant travel (up to 50%) and offers the chance to be a highly visible leader in advancing equitable employment opportunities for people under supervision.

KEY RESPONSIBILITIES:

Program Leadership and Strategy

- Lead the vision, development, and execution of the Work Matters initiative, aligning goals with REFORM's broader mission, including close coordination with REFORM's priority policies.
- Translate strategic objectives into actionable work plans and scalable program models.
- Manage pilot programs in Pennsylvania and Virginia, coordinating resources, partnerships, and evaluation.
- Work with REFORM's policy team to address information gaps and track incoming data.
- Prepare for nationwide expansion by developing replicable models and prioritizing new jurisdictions.

Community Engagement and Coalition Building

- Build and sustain coalitions with labor unions, trade associations, employers, workforce boards, chambers of commerce, and reentry organizations.
- Convene and manage the Work Matters Advisory Committee, engaging government, business, nonprofit, and community leaders. • Facilitate job fairs, listening sessions, focus groups, and stakeholder convenings to deepen connections with impacted communities.
- Serve as a trusted liaison between REFORM leadership and external partners.



KEY RESPONSIBILITIES CONTINUED:

Narrative and Advocacy Support

- Partner with the Communications team to advance narrative change and share powerful stories of people on supervision.
- Contribute to messaging, white papers, and press opportunities that highlight the impact of Work Matters.
- Support senior leadership engagement through briefings, speaking opportunities, and advocacy efforts.

Operational and Team Management

- Supervise and mentor a Program Manager and additional staff, fostering a high-performing and mission-driven culture.
- Oversee program budget, vendor contracts, and day-to-day operations.
- Ensure strong systems for accountability, measurement, and reporting of program outcomes.



LEADERSHIP STYLE & PERSONAL CHARACTERISTICS

The ideal candidate will bring vision, rigor, and a deep commitment to equity. While no single candidate will embody every quality, strong contenders will see themselves in the following:

STRATEGIC AND IMPACT-DRIVEN

Able to design and lead complex programs with clarity, foresight, and a focus on measurable outcomes. Skilled at translating bold ideas into practical strategies.

COALITION BUILDER AND CONNECTOR

Builds trust and alignment among diverse stakeholders, from grassroots advocates to business leaders. Values collaboration and fosters lasting partnerships.

EQUITY-CENTERED AND JUSTICE-MINDED

Demonstrates cultural humility and a deep understanding of the barriers faced by people under supervision. Committed to advancing fair chance employment and community well-being.

ENTREPRENEURIAL AND ADAPTIVE

Thrives in evolving environments, balancing strategic vision with hands-on execution. Creative, resourceful, and able to navigate challenges with resilience.

COMPELLING COMMUNICATOR

Brings strong public presence and storytelling ability, inspiring action across audiences and sectors.



LOCATION, COMPENSATION & BENEFITS

The Director will be based in REFORM Alliance's New York City office and is expected to work in person five days per week. Significant travel (up to 50%) will be required, including evenings and weekends for events and convenings. **Salary will be in the range of \$120,000–\$150,000**, based on experience and qualifications. REFORM offers a competitive benefits package that includes:

- Comprehensive medical, dental, and vision coverage, with 100% of premiums covered for employees
- Life, disability, and ancillary benefits
- 20 days of paid time off annually, plus 11 organizational holidays and a year-end winter break
- 4% 401(k) match after 30 days of employment
- Monthly cell phone reimbursement

HOW TO APPLY

To express your interest in this opportunity, please submit your resume and cover letter [here](#).

All inquiries and discussions will be handled with the utmost confidentiality. This position is available immediately, and applications will be reviewed on a rolling basis until the role is filled.

We look forward to hearing from you!



ABOUT MANEVA GROUP

Maneva Group is a leading woman and minority owned executive search firm dedicated to connecting exceptional talent with organizations committed to making a meaningful impact. Through a consultative and client-focused approach, Maneva Group partners with mission-driven organizations to build transformative leadership teams.

Our name, Maneva, comes from the combination of two Sanskrit words: “**Mānav**” meaning mankind & “**Sevā**” meaning service. We are driven by the ideal of our name - service to humanity.