



Job Title	Program Impact Coordinator
Reports to	Program Manager with dotted line to Marketing Consultant
Pay Classification	Exempt
Weekly Hours	40

Mission

To empower girls to embrace a strong sense of self. Unlike any other organization, GITK does this through a variety of programs, including a four-part Empowerment Workshop Series led by licensed female professionals in their field delivered to pre-teen girls and their trusted adults. GITK strives to be the first step in the journey through adolescence. We are focused on growing our programs and expanding our reach beyond St. Louis, Missouri.

Job Purpose

The Program Impact Coordinator (PIC) will possess a passion and commitment to giving a voice and providing the necessary tools to pre-teen girls (ages 9-13) and their trusted adults so that they feel strong, confident, brave, and, as a result, impact each other and the world in a positive way.

The PIC will support the Program and Marketing departments along with their respective volunteers, contacts, and partners. This position is responsible for:

- Supporting the Girls in the Know mission and expanding the organization's outreach and impact.
- Coordinating marketing efforts that support program delivery and impact.
- Implementing promotion strategies using social media platforms, website, e-newsletter, print materials, and other marketing tools.
- Building relationships plus sustaining contact with program partners, schools, volunteers, and any additional stakeholders for maximum impact.
- Collaborating with the Program Manager on goals and resources to align with the strategic plan.
- Collaborating with the Program Manager, documenting and communicating program outcomes, metrics, and impact.



General Duties and Responsibilities

- Ensure successful delivery of GITK programs in a variety of delivery methods to audiences in person or virtually, in schools, with community partners, or in various locations with girls and trusted adults.
- Plan, implement and oversee the logistics of multiple program locations.
- Manage program rosters, including all traditional and scholarship registrations.
- Work with the Office Administrator for program supply and distribution of curriculum materials.
- Build relationships and communicate frequently with school administrators/liaisons, counselors, and community partners.
- Meet budget goals through tracking the number of girls attending programs and program expenses.
- Write for a variety of audiences that may include school administrators/liaisons, teachers, counselors, professional speakers, facilitators, trusted adults, board members, donors, sponsors, community partners, and other support sources.
- Implement plans and strategies as directed by the Marketing Consultant that may include program promotion, public relations, media relations, online giving, key organizational messaging, and brand experience.
- Develop creative and engaging content, as directed by the Marketing Consultant, for communication platforms such as social media, website, e-newsletter, press releases, program promotion, video and print media.
- Support GITK and partner events related to fundraising and stewardship.
- Attend networking events, partner events and programs as needed in coordination with the Executive Director, Program Manager, and Marketing Consultant.

Specific Duties and Responsibilities

Volunteer Management and Training:

- Maintain a strong relationship with Practicum Students, facilitators and speakers, program committee members, and marketing committee members.
- Lead facilitator training and on-boarding alongside the Program Manager.

Strategic Thinking and Planning:

- Complete projects in a way that aligns with the goals, objectives, and outcomes in the strategic plan.
- Demonstrate strategic thinking and problem-solving skills.
- Identify best practices and share with the GITK team.
- Compile reports and analyze data from surveys to explain trends and identify opportunities to demonstrate and improve impact.
- Ensure GITK policies/procedures are implemented while providing innovative ideas for improvement.



Effective and Engaging Communicator

- Exhibit a sales-oriented attitude with a high level of customer service focus.
- Be able to successfully facilitate GITK programs virtually and in person.
- Work effectively with other departments to achieve GITK goals and communicate to various stakeholders.
- Identify key messages and ensure that language is consistent across platforms.

Critical Thinking and Creative Problem Solving

- Research, develop and implement industry and Girls in the Know best practices to improve database management, systems, reporting, and impact.
- Collaborate with Program Manager to understand the results of survey data, identify problems and root causes, and suggest solutions.
- Identify opportunities for promotional messaging, storytelling, and best practices.
- Coordinate delivery of data reports from Marketing Consultant on success of marketing initiatives/social media to Board and other stakeholders.

Planning and Implementation

- Plan each semester for the program details per school or partner to be able to schedule speakers and resources for successful implementation.
- Support Marketing Consultant in establishing, implementing, and evaluating a strategic marketing plan.
- Implement new projects and initiatives as decided by Senior Staff.

System Development and Management:

- Participate in review of current program management systems, provide suggestions for improvement, creation of systems and implementation. This work will be important in creating a model for expansion.

Following Directions:

- Complete projects in alignment with the direction provided by the Program Manager and Executive Director.
- Must be flexible and able to adapt quickly to changing priorities.

Embracing & Managing Change

- Understand that the needs of the organization will change for a variety of reasons throughout the year and employees must be able to adapt quickly and manage effectively regardless of the change.



- Initiating new ideas and improving efficiencies for GITK.
- Embrace a team mentality and work together with others to achieve goals.

Professional Learning

- Participate in marketing and educational development programs.

Work Ethic & Communication:

- Possess a willingness to work hard and take initiative to find solutions, including utilizing resources.
- Maintain a positive, can-do attitude that is “Yes, and...” instead of “No, but...”
- Utilize effective, timely communication methods when interacting with team members and stakeholders.
- Exhibit an open attitude that enables access, visibility, availability, teamwork, and impact.

Desired Qualifications

- Excellent project management skills necessary to handle responsibilities that transcend organizational areas
- Passion for GITK’s mission and programs with the ability to comprehend and effectively communicate issues surrounding empowerment, self-esteem, body image and whole-person health
- Bachelor’s degree in Education, Marketing, Communication, Nonprofit Management, or relevant field.
- Nonprofit experience in a role that transcends multiple departments, providing a variety of administrator/coordinator duties.
- Coordinator, administrative or support experience in delivering programs, preferably with a nonprofit organization.
- Proven experience in a Marketing role that includes social media campaigns, content creation for multiple audiences using multiple platforms, and understanding how to write to the organizational voice. Experience can be from primary job, internships, or side hustle but must be able to show quality of published work.
- Excellent oral and written communication skills, including presentation skills.
- Experience with research methods using data analytics software.
- Solid computer skills, including iOS, MS Office, Google Suite, web analytics and Google AdWords.
- Excellent time management and organizational skills.
- Detail oriented.
- Strong analytical and problem-solving skills.
- Ability to work independently and take initiative as well as collaborate as part of a team.
- Possess a valid driver’s license and have use of an insured motor vehicle.



- Bilingual in Spanish is a plus.

Working Conditions

- Full-time 40-hour work week. Infrequent participation in early morning, evening, and weekend meetings and events will be required, as needed, depending on priority, program, or event.
- Employees are expected to work 80% of their hours within core business hours of 9:00 to 3:00 on three -four days a week in our shared office space. Employees may work up to 20% of their work hours virtually using a Girls in the Know technology platform and Girls in the Know MacBook Air laptop. (Girls in the Know laptop may not be used as a personal laptop. It is ONLY for GITK business.)
- Work hours in specific location are subject to change based on Covid requirements and employee safety.

Physical Requirements

- Frequently move, transport, position equipment up to 30 pounds for various event needs.
- Must be able to remain in a stationary position for extended periods of time indoors and outdoors (up to 6 hours).
- Other physical requirements of the position may include but are not limited to moving, reaching, or positioning self to bend, stoop, crouch or remain in a stationary position on the floor.

Direct Reports

- None

Performance Goals

- Every GITK employee is responsible for contributing to the organizational goals including supporting the Program Manager, Marketing Consultant and Sr. Development Manager in all functions related to meeting the girls served goal: school-based (700) and community based (300) programs are at capacity and the community-based revenue goal of \$30,000 (2022) is reached.
- Receive highest level on the evaluation tool on 90% of surveys received.
- Maintain all community and school participation with GITK on 90% of surveys
- Follow-up with those who express interest via info@girlsintheknow.org account within 48 hours
- Marketing Goals TBD

Compensation



- The position is full time (40hrs/week) with a competitive benefit package including medical insurance and optional dental and vision insurance. Salary is commensurate with experience. Salary range is \$38,000 - \$40,000 with possible opportunities for promotion to reflect growth.

Applications will be accepted through **January 21, 2022**

To apply, please email cover letter, resume and three writing samples

To: gitkjobs@girlsintheknow.org

Attn: Chris Carosella

Subject: Program Impact Coordinator

In your cover letter, please describe your program experience and details about the type(s) of program(s).

The writing samples must be three different examples of your published work from social media, website content, e-newsletter, press releases, program promotion, or print media.

For more information about our organization, please visit our website at www.girlsintheknow.org

Approved by:	<i>Gina Marten</i>
Date approved:	<i>1/9/22</i>
Reviewed:	<i>1/9/22</i>