

THE CHARLIE CART PROJECT

PROGRAM DIRECTOR

May 29, 2022

ABOUT THE CHARLIE CART PROJECT

At the Charlie Cart Project, our mission is to equip the next generation with the knowledge and confidence to make healthy food choices through hands-on cooking. We do this by providing a portable, compact mobile kitchen, including a 54-lesson, K-5 curriculum aligned to Common Core standards, tools, training, and virtual programs.

The Charlie Cart Project was founded in 2015 to create an all-in-one food education program with the flexibility to be used anywhere, by anyone. Today, we work primarily with libraries, food banks and schools, which use the Charlie Cart to deliver hands-on cooking lessons and nutrition programs to their constituents. Once an organization becomes part of our Network, we provide their food and nutrition educators with resources and programs to support their success.

Despite Covid-19, the Charlie Cart Project has continued to expand. Over the past seven years we have built up a network of more than 1000 educators across 300 sites in 45 states. As we enter year eight, we see a tremendous opportunity to build on our momentum and success. In our next phase of growth, we will launch a large-scale evaluation, help our network share best practices, and build an engagement strategy to connect them to one another.

POSITION OVERVIEW

The Program Director will be responsible for spearheading this exciting new effort, which will involve creating new and enhanced programs and materials for CCP sites, creating dynamic tools for data collection and evaluation and fostering the creation of a national network of CCP sites that will work with us and each other to transform food education.

This senior-level position is an opportunity for a creative, driven individual to work closely with the Executive Director to activate a network of Charlie Cart food and nutrition educators across the country. We are seeking a professional with a passion for the work who is excited to build and engage a broad network of educators. You must have a demonstrated track record of taking initiative, familiarity using data to inform practice, and attention to detail. You are someone who likes to balance strategy with operations. As such, you are a problem solver, good with people, and able to design engaging educational programs that deepen participant's (educators and youth) commitment to food education. This is a unique opportunity for someone with experience in food education to lead an innovative program with a goal of improving food consumption habits for youth. Specific responsibilities include but are not limited to:

Program Design and Implementation

- Work closely with the Executive Director and team to create long term strategic plans, annual work plans and budgets for CCP programs.
- Design and create or supervise the creation of a set of materials and programs to increase the impact of the educators in our network. Currently we offer virtual networking and educational programs and trainings. Your role will be to assess the current needs of our constituents and revise, update or create entirely new programs as needed to support their success.
- Design a robust community engagement strategy to connect our network of educators and leverage new or existing programs to support this goal.
- Supervise and coordinate with the Membership Manager to ensure cart sales, onboarding and engagement are smooth and as effective as possible.

Program Evaluation

- Contribute to the design and development of program evaluation
- Project manage all evaluation efforts to completion
- Based on our seven years of findings and with input from researchers and the CCP team, develop a set of evaluation metrics for CCP sites, and create an evaluation tool for Charlie Cart sites
- Track data in a CRM; Audit tracking systems and identify and implement improvements. Use appropriate data to regularly assess programs for engagement and impact, and revise as needed

- Support ED in collecting stories from programs on the ground via interviews, evaluation, profiles and through program design that facilitates this data collection

Program Administration and Management

- Develop and manage annual program budget and work with ED and Development to incorporate into Annual Operating Plan
- Contribute to improvements in communications, by identifying potential automations or other efficiencies for program calendaring, registration, follow up and other communications
- Work closely with membership team to transition new members to our network from sales to engagement
- Manage a team and/ or contractors to successfully implement this work as we grow

QUALIFICATIONS

- Experienced program manager with a track record of successful program development and implementation
- Experience with one of: professional development, training or as an educator required
- Program evaluation experience a plus
- Experience with curriculum and/or training material design
- Exceptional organizational skills and attention to detail
- Excellent written and verbal communication skills
- Experience with strategic planning and annual planning development
- Proficient in data management and reporting, including systems development to track constituent data
- Proficient in Word, Excel, Google Suite and Slides
- Experienced and comfortable in Project Management apps ie Slack, Monday, Asana
- Commitment to the mission and goals of the organization
- Strong work ethic, diligent and focused
- Flexible, collaborative, adaptable work style; Creative approach to problem solving
- Sense of humor

- Open to direct feedback and eager to learn and grow with the team and the organization
- Able to work well with a diverse workforce and customer base

TO APPLY

This is a full-time position with benefits and generous flexibility of vacation. Position offers significant growth opportunity with a small organization that is making a broad impact on a national level. CCP staff is currently working remotely, with the possibility of returning to an office part time in 2023. However, this is not a remote position and will require weekly in person meetings. Bay Area-based candidates only, please.

Please send a cover letter with resume to info@charliecart.org.

SALARY

The salary range for this position is \$95,000 – \$110,000 plus full benefits, depending on experience.

EQUAL OPPORTUNITY STATEMENT

The Charlie Cart Project is committed to achieving a diverse workforce and supporting our team with equity in all aspects of employment including recruitment, hiring, promotions, discipline, terminations, wage and salary administration, benefits, and training. The Charlie Cart Project prohibits discrimination and harassment of any kind and is committed to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, age, gender or sexual orientation, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. The Charlie Cart Project will not tolerate discrimination or harassment based on any of these characteristics. All are encouraged to apply. To demonstrate our commitment to equity and equal pay for all, the Charlie Cart Project will post salary ranges on all job descriptions. The practice of not posting salaries perpetuates the gender wage gap and discriminates against people of color by causing individuals to negotiate from a disadvantaged starting point.