



TITLE: Director of Programs
REPORTS TO: Executive Director
CLASSIFICATION: Exempt
SALARY: \$70,000 - \$84,000/year plus benefits including: medical, dental, vision, life insurance, paid holidays, sick time, 401K plan

Organization Background

Somos Mayfair was created in 1997 (originally as the Mayfair Improvement Initiative) to address the chronic crises that resulted from the high rates of poverty in the Mayfair neighborhood of east San José. In the early years Somos partnered with government, corporate and nonprofit allies to renovate community infrastructure, catalyze new community investment and develop new coalitions. Over the years Somos revamped itself to most effectively operate as the needs of the community and the opportunities for regional partnerships evolved. In the past five years this has led Somos to focus our efforts on building the power of our community to proactively address two long-term community priorities - fostering early school success and nurturing family wellness – and the adoption of our revised mission statement:

Somos Mayfair cultivates the dreams and power of the people of Mayfair through cultural activism, social services and community organizing. We are generations of immigrants, rooted in a vibrant community, who nurture successful students, healthy families and speak out for justice in Silicon Valley.

With this focus, we have achieved remarkable success, supporting hundreds of children to enter kindergarten ready to learn and hundreds of families to adopt healthy daily practices of good nutrition, exercise and emotional self care. While we take great pride in our accomplishments, our successes have been spread too broadly. What escaped us was our original charge to build new power in our community that results in sustainable transformation within the historical boundaries of the Mayfair neighborhood.

In response, Somos Mayfair is launching a new program strategy that integrates all of our formerly separate projects into a single, unified, focused campaign we call *In Our Hands/En Nuestras Manos: a community power building campaign*. The strategy is an experiment in community development that is aggressively designed to rely on a network of neighborhood residents to be the primary agents of change that ensures our children succeed in school and our families enjoy health and wellness at home and in the streets of Mayfair. And, because this strategy is community-led, our goals are aggressive in timeline; Mayfair residents are tired of the incremental pace and the shallow depth of change. In three years we seek to ensure that 60% of all children enter Kindergarten ready to learn, 60% of students are proficient readers by third grade, and 60% of families are practicing daily habits that foster wellness.

Our theory of change is based on three interrelated foundations:

- *Find the Feeling* – Increase the awareness and emotional feelings in the neighborhood of the consequences of high rates of school failure and chronic disease in Mayfair on all aspects of life in our community. Concurrently, raise the fervor for actions we can take individually, as families, and collectively, to lower the rates of school failure and chronic disease;
- *Shrink the Change* – Break down the path to changes in the community into actions that do not overwhelm people, while leveraging the greatest change with the least effort;
- *Change the Climate* – Nurture a neighborhood environment that deeply values community activism, school success and family wellness, and raises our collective expectations for these.

Somos Mayfair has been redesigned so that up to 100 Somos trained and certified neighborhood leaders work as a network to deliver 100% of the program strategies of *In Our Hands*. Consequently, the role of Somos' paid staff changes to one that is focused on recruiting, training and supporting our network of activated *Community Promotores* (certified, peer-to-peer educators and mentors). Our six-week intensive, Summer Institute training certifies leaders with core community organizing skills and the ability to deliver evidenced-based, best practices in the areas of early education and family wellness. Upon completion of our training, these grassroots leaders will motivate their neighbors to *read, walk, eat, breathe and organize* on a daily basis. We champion this mantra through three activities that are delivered by our Community Promotor network:

- *Experiential Learning* - Instruct and mentor families to adopt best practices at home and in public spaces in Mayfair to foster early literacy in children ages 0-8 and daily family practices of healthy nutrition, exercise, and emotional self care. The practices we support are clear, achievable, have secondary benefits, and become gateway practices that inspire the adoption of other impactful actions (i.e., reading with your child 20 minutes supports literacy and parent/child bonding and leads to more reading time in the future);
- *Grassroots Messaging* - Use grassroots messaging tactics (i.e. street theater; door-knocking; street pushcart distributions of fresh fruits, books and yoga mats) to heighten community awareness of the costs of school failure and family disease and elicits passionate commitment to action;
- *Community Organizing* - Organize fellow residents to campaign for infrastructure improvements and policies to support school success and family wellness.

The work of our Community Promotor network is focused on the school enrollment zone of Cesar Chavez Elementary School, within the Mayfair neighborhood of east San Jose. The enrollment zone is comprised of 2,000 households; approximately 10,000 residents. In years past, Somos Mayfair has been an active ally in the expansion of four charter schools in the greater Mayfair area (area of approximately 30,000 residents). Our new partnership with Cesar Chavez School is thus a new effort to bring aggressive innovation to a public school. Public schools continue to be where most Mayfair children attend school.

Director of Programs

The Director of Programs (DP) is a new position within Somos Mayfair. It is a member of the agency's Management Team alongside the Executive Director and the Associate Director. The DP will directly oversee all of the agency's program development, implementation and evaluation. She/he will supervise two Senior Program Managers who in turn manage up to eight full-time staff, 5-10 stipended Community Leadership Coordinating Committee (CLCC) members and up to an additional 50 stipended Community Promotores. The ideal candidate will have strong capacities to understand concepts at the macro and organizational levels, be able to

operationalize those concepts, lead teams to implementation, be detail oriented and communicate with internal and external stakeholders.

The DP is required to bring experience and expertise in program design, management and evaluation in the fields of community organizing and direct services. He/she will be charged with ramping up the pilot of our *En Nuestras Manos* into a full-scale campaign. This will require expanding pilot elements, designing and launching new elements, aligning Somos' program resources into a unified effort and evaluating the impacts of our work. The DP will also serve as an active representative of Somos in the community, region and beyond. Lastly, while the DP will oversee all programs in Somos, she/he will provide primary leadership to the community organizing activities of the agency. These campaigns will be supported by Somos line staff and led by a base group of community leaders who are committed to and specifically trained to lead policy campaigns.

The efforts of the DP will be complemented by those of the two Senior Program Managers who respectively will oversee and catalyze the ongoing development of early school success and family wellness capacities within the agency. Additionally, all three of these positions as well as the Executive and Associate Directors are collectively responsible for the ongoing deepening of the agency's ideological foundations and our practice of popular education pedagogy.

Required Qualifications

1. Deep passion and commitment to advancing social justice in immigrant, working class communities;
2. A minimum of five years of progressively responsible experience at a management level position with community organizing and/or direct service programs;
3. Experience developing and supervising unified and effective teams for a minimum of five years;
4. Experience with culturally competent community organizing and service delivery models;
5. Experience with peer-to-peer service delivery models (ie. Promotor);
6. Experience designing and implementing innovative, culture-based strategies;
7. Knowledge of program development and outcomes-based planning and evaluation;
8. Commitment to nurturing healthy working relationships and communication;
9. Excellent oral and written communication skills, including the ability to communicate with a broad audience;
10. Bilingual/biliterate Spanish-English required;
11. Valid California drivers license and proof of auto insurance required;
12. Computer proficient in MS Word, Excel, Internet and e-mail.

Preferred Knowledge, Skills and Abilities

1. Knowledge of the current field of hybrid agencies that seek to combine community organizing and direct services;
2. Minimum of a bachelors degree;
3. Prior experience with popular education methodologies;
4. Consistently high quality analysis and judgment;
5. Experience in program and organizational planning processes;
6. Experience building program infrastructures;
7. Experience in public presentations and group facilitation;
8. Extensive knowledge of community resources;
9. Demonstrated ability to work effectively and collaboratively with diverse groups and organizations.

To Apply

We encourage you to forward this announcement to others who may be interested. The position will remain open until filled. Please apply by submitting a cover letter and resume to:

Human Resources
Somos Mayfair
370-B S. King Rd.
San Jose, CA 95116

Or via e-mail at:
info@somosmayfair.org

Somos Mayfair is an equal opportunity employer.

For more info contact us at (408) 251-6900 or learn about us at:
www.somosmayfair.org