



**ACTIVATE  
GOOD**

people-powered  
projects for good

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## Programs Manager

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### About Activate Good

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Activate Good is a 501c3 tax-exempt public charity founded in 2005. We believe we all have a responsibility to work towards a better world. That's why Activate Good improves our community through people-powered projects for good. Our long-term vision is a world in which all people realize and act on their power to improve their communities. We work towards our goals by:

- Connecting individuals, groups, and companies to volunteer needs with nearly 600 partnering nonprofits and community organizations in the greater Triangle area, NC.
- Empowering the next generation of young volunteers and community leaders through our Youth Volunteer programs.

Learn more about us at [www.activategood.org](http://www.activategood.org).

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### Overview

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The full-time **Programs Manager (general)** reports directly to the Executive Director and provides oversight for all engagement programs involving volunteers and Community Partners, including direct management of any special programs/projects assigned to this role. This role is integral in and responsible for building and maintaining impactful relationships with community organizations (nonprofits, schools, affinity groups, etc.) to meet our Community Partnership and volunteer engagement goals, ensuring organizational impacts are high-achieving.

Engagement programs and program functions include: [Learn and Serve](#), [eLOVEate Schools](#), [Community Partner](#) engagement and community outreach, [general volunteer engagement](#) and management, [youth and families](#), and [businesses](#), as well as colleges and universities.

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## Responsibilities

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### **People Management (50%)**

- Lead the Programs team in all programmatic functions, assigning and/or supervising tasks and deliverables to meet timelines agreed to with other leadership and departments. Functions include but are not limited to partner relationship management; scoping projects, collaborating on logistics, and delegating deliverables to Program staff for special projects and events, and programs. This role needs to step in when additional coverage of tasks or events is required.
- Staff and support persons reporting directly to this role include:
  - Corporate Engagement Programs / Corporate & Special Projects Coordinator: Responsible for custom partnership implementation, including but not limited to project scoping, sourcing, volunteer management, day-of event implementation, project reconciliation, etc. Also collaborates on suitable projects for related custom proposals.
  - Youth & College Engagement Programs / Youth & College Engagement Coordinator: Youth Programs include Youth Volunteer Corps of the Triangle, Activate Kids, special events, ad hoc volunteer matching and referrals, and more.
  - Fully supervise assigned interns to support the Programs Manager role, as needed - including assignments, leadership, and evaluation. Provide programmatic oversight for other Programs staff who are assigned interns.
  - Manage and be held accountable for any dedicated, long-term volunteers and ambassadors that may support the role's special areas of programming (outreach, LandS, eLOVEate Schools, etc.).
- As needed, fully supervise volunteers at programs, projects and events.

Under the direction of the Human Resources & Operations Manager, regularly assess the Program departments professional development and cross training needs to advise regular HR learning and development planning; determine and confirm staffing needs and abilities for programs, projects and events.

### **Customer Service & General Volunteer Engagement Programs (40%)**

#### Community Partnerships

- Identify, research and cultivate relationships with potential Community Partners (nonprofits, public schools, public services, etc.). Generate contact lists, sources and leads, and develop strategic outreach plans and goals annually. Example goals include, but are not limited to:
  - Increase partnership interest and approval, especially in cause areas that are currently underrepresented in Activate Good's partner network
  - Increase partner networking and education opportunities in alignment with KPIs
  - Increase overall partner engagement in and utilization of activategood.org

- Increase partner awareness of, engagement in and impact of Programs, including special projects and events, campaigns, and other initiatives
- Complete Departmental Operations including but not limited to, and recruiting support from Programs staff as appropriate:
  - Partnership application review
  - Onboarding and orientation of new community partners
  - Regular partner communication, prioritizing in-person meetings and facility tours with new and prospective partners.
    - Ensure that all partners are regularly aware of benefits of Activate Good partnership and programs; new programming, events, or campaigns; and special volunteer initiatives
  - Partnership record maintenance, including partner profiles on activategood.org (contact information, available volunteer opportunities, etc.)
- Become intimately familiar with our community partners' missions and the volunteer opportunities each have to offer, working to improve overall satisfaction and Activate Good's programmatic impacts on partner organizations.
- Organize methods and lead efforts to regularly acknowledge, thank and build relationships with Community Partners, including thank you letters (or other communication forms) as needed

Collaborate with the Marketing team as needed for special acknowledgments

### Volunteer Community

- Be a primary point of contact when technical tasks, questions or issues arise and when volunteers or community partners need help with Golden, Activate Good's chosen volunteer management platform.
  - Correspond with tech support as needed to address technical issues
  - Support review and approval of volunteers and groups registering on Golden, as needed
  - Track hours and impacts from volunteer activities, as needed
- Monitor Golden to ensure that information, volunteer opportunities, and other information posted is in compliance with Activate Good policies and practices
  - As needed, guide Community Partners in the creation of clear and compelling volunteer job descriptions.
- Support and/or manage organic requests for volunteer referrals and support - including but not limited to individual volunteers, families and school groups, and small corporate teams - by first fielding opportunities posted on Golden or, as needed, considering other opportunities not posted on the platform
- Welcome new volunteers to the Volunteer Community to help them feel connected and to uphold Activate Good's accessible brand
  - Communicate with volunteers as needed to orient them to the online Volunteer Community and assist in signing up for volunteer opportunities.
  - As needed, provide personalized assistance to individual volunteers who may need additional attention to be connected to volunteer opportunities.

### Learn and Serve Programming

This role owns the successful management and coordination of our Learn and Serve

programming, becoming a go-to resource for all LandS information for staff, LandS Volunteer Leaders, host sites, and volunteers:

- Recruiting, training and managing LandS Volunteer Leaders
- Supporting outreach to volunteers for LandS projects, as needed
- Investigating, scheduling, and confirming projects, developing deep relationships with LandS host sites
  - Manage matching and scheduling of all Leaders to projects with Community Partners; assess leader availability and confirm leadership per project, standing in to lead the project when none are available and/or supporting delegation of leadership
  - Coordinate with Community Partners to compile regularly scheduled or ongoing projects suitable for Leaders; Assess project availability and suitability for LandS
  - Support Leader-owned projects and volunteers, as needed; be a contact for troubleshooting Program issues, presenting and managing solutions as needed
- Ensuring participants complete the LandS survey after each project; Analysis of survey results at LandS check in meetings with the team

### The eLOVEate Schools Project

Partner with and provide support to the Corporate & Special Projects Coordinator for all functions:

- Manage Activate Good's annual cohort of schools:
  - Build awareness of the eLOVEate Schools program within target locations and demographics, including relationship building with County connections, Principals, PTAs/PTOs, etc.
  - Manage the annual cohort application process, recruiting and fielding school applications with proper and timely communication and extra support, as needed
  - Assess school needs in alignment with eLOVEate Schools goals and scope to find alignment between interested schools and our program
  - Ensure cohort timelines and expectations are adhered to, ensuring cohort schools maintain their engagement with the program and our team throughout the year
- For confirmed cohort schools, in depth project scoping and support will be required throughout the year, with support from other teammates as needed:
  - Facilitate discovery sessions with cohort schools to learn in-depth about their greatest needs and obstacles that may be supported by volunteers and our program
  - Assess schools' needs and determine suitable projects for our team's consideration, including possible funding needs associated
  - Consider and collaborate with Programs teammates working on other projects and programming to determine reasonable overlap and coordination between the programs (e.g., custom corporate projects may support a cohort school need)
  - Ensure completion of projects and project components with comprehensive volunteer mobilization plans
  - Scope, source and process supplies for projects; Manage and reconcile project budgets post-project
  - Assess success of school partnerships and evaluate necessary partnership evolutions or program adjustments year to year

### **Outreach and Fund Development (5%)**

- Collaborate with Fund Development to understand and implement an engagement ladder for all organizational relationships in relation to fund development goals; coaching Programs staff on functions of the ladder and set rules for engagement as needed
- Represent Activate Good by speaking to the community at events, to a variety of groups, at public venues, to the media, volunteer fairs, and more as needed.
- Assist with conducting outreach to new individuals, companies, and groups. Target potential volunteers from our community network who might be suitable for specific volunteer positions listed in our Volunteer Community.
- Per prospective corporate partnership, grant or other fund development initiative, as determined by the Fund Development Manager and Executive Director, provide guidance for impactful proposal development as needed.
- Continuously assess community partner and community needs that might result in the development of new projects, programs, or campaigns and / or inform funding requests that Activate Good may make to corporate sponsors, grantmakers, or major donors.

### **Evaluation, Reporting and Finance (5%)**

- Communicate frequently and in a timely manner with Activate Good's Executive Director, and any applicable staff and Board Member(s) responsible for or engaged in any programmatic oversight.
- Collaborate with the Executive Director to determine proper Community Partnership definitions, qualifications, and engagement strategies
- Collaborate with the Executive Director and Human Resources & Operations Manager to:
  - determine and/or develop KPIs for the department, self, and department staff.
  - establish and (as needed) maintain an organizational calendar
- Collaborate on strategic engagement plans for all Community-wide Days of Service, working closely with other Programs teammates
- Collaborate and coordinate with the Executive Director, HR & Operations Manager, and Fund Development Manager to thoroughly and accurately track, maintain and report all metrics for organizational KPIs and any agreed to metrics from third parties (grants, private donors, companies, etc.):
  - Evaluate all Programs activities regularly to ensure goals and organizational KPIs are being achieved, developing new strategies as needed to support KPI achievement goals
  - Provide updates on programmatic progress and success to Activate Good's Executive Director; develop monthly and/or annual reports on program metrics for the Board
  - Develop Activate Good's annual report for Points of Light
  - Suggest and/or use proper tools, within limited budget, to track, analyze, and report on impacts/outcomes of all Programs initiatives
  - Manage data for partner stewardship reporting related to volunteer experiences
  - Assess departmental KPIs and individual OKRs; develop and implement improvement plans as needed

- Determine or develop new programs and initiatives, leading implementation within the Programs department on approval and in alignment with KPIs
- As directed by the HR & Operations Manager:
  - Update and maintain organizational reference materials
  - Regularly assess departmental operations for efficiency and effectiveness, and improve departmental operations, including but not limited to IT needs and planning processes
  - Support departmental professional development and cross-training plans, including content development
  - Participate in financial recordkeeping for the Programs Department: Work within limited budgets for all Programs and events; Support accounting and reconciliation, as well as any potentially relevant donor management procedures

### **Other & Board Relations**

- Advise or collaborate on Board-lead programmatic support as needed, ensuring the Board maintains brand and KPI goals in alignment with program goals and activities
- Engage in Organizational Committees as assigned
- Represent Programs impacts at meetings as needed; Provide statistical updates and program progress via Volunteer Community Reports to the Board of Directors on a regular basis.
- Complete cross-training to support the Executive Director, HR & Operations Manager, and all Programs staff and functions for coverage of absence and as needed for special programs, projects and events
- Support the creation of organizational documents, trainings, or other materials relevant to the role and Programs department as needed and directed by the HR & Operations Manager
- Support all organizational events and initiatives as needed
- Other tasks as assigned by the Executive Director
- Completion of professional development as directed by the HR & Operations Manager and Executive Director

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## **Skills and Requirements**

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### **All Activate Good Team Members should have:**

- Passion for Activate Good's [mission, vision, and values](#)
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed
- Work well as part of a team and independently
- Ability to work effectively in collaboration with diverse groups of people
- Ability to manage their own teammates, as directed by administration, including assigned interns and volunteers
- Ability to work well under time pressures and meet tight deadlines
- Proficiency in internet navigation, Google Suite, MS Office software, or similar software

- Talent for thinking outside of the box
- **Schedule:** Activate Good supports a flexible scheduling and remote work policy, which will be reviewed in detail as part of the job offer. For all roles, operations are expected to occur during standard business hours unless otherwise discussed and approved. Flexibility to work evenings and weekends when necessary for events, projects or campaigns is sometimes required. Overtime is sometimes necessary and coordination for such needs must be discussed with HR and approved by leadership in advance.
- **Equipment and Work Setting:** Team Members must have their own phone and computer with internet access and be able to work remotely as well as have transportation and the ability to work in an office setting, attend meetings, and occasionally travel within the Triangle region. Working in a warehouse environment is also necessary at times.
- **Physical Demands:** For special events and projects, some lifting (up to 40 lbs.) is required, as well as using special tools or equipment including but not limited to: a manual forklift, carts/dollies/hand trucks, power tools for projects, etc. Ability to or willingness to learn to drive a large truck or cargo van (think U-Haul) is helpful.
- **Environmental Conditions and Exposure:** During special events or projects, employees may need to operate or conduct activities in hot, cold, wet, humid, or windy conditions caused by the weather.
- **Education & Experience:** Ideal candidates have a university degree, college diploma, relevant certification or demonstrated relevant experience of two or more years that translate to this role's functions

Additionally, the **Programs Manager** should have:

- Nonprofit Management (or other nonprofit experience)
- Team Management Experience
- Event, Project or Program Planning and Management is a plus
- Adaptability and Teachability
- Event Planning is a plus
- Organization Skills and Attention to Detail
- Communication and Writing Skills
- Some Financial Management and Budgeting Basics
- Client Service and Diplomacy
- Ethical Decision-making
- Ability to learn or familiarity with the following team software: Google Workspace (Drive, Docs, Sheets, etc.), Golden (volunteer platform), Monday.com (project/team management), Grasshopper (phone app)

**Legal and Safety:**

- For the purpose of grants or other funding streams obtained by Activate Good, and working around youth as needed - a background check is required upon hire or at any time thereafter based on need.

- All Activate Good staff are expected to follow health and safety guidelines for all operational, project, and event activities. A waiver and acknowledgment of this policy in full will be signed during onboarding.

### ***Benefits & Compensation***

Activate Good staff are offered a comprehensive benefits and compensation package.

Compensation may be based on role duties, market evaluation and internal budgets, education and experience, seniority, and more.

The expected hiring range for this full-time (40 hours/week) position as of April 1, 2024, is \$54,000-57,000 annually (\$25.96 to \$27.40 per hour).

Benefits include: flexible PTO, 8 paid holiday closures, and 12 weeks of paid parental leave; employer subsidized (50%) group health and dental insurances; employer paid Short Term Disability Insurance; and a SIMPLE IRA with 3% employer match.

Compensation and benefits are evaluated annually by leadership and our Board of Directors.