

## HONOLULU COMMUNITY ACTION PROGRAM, INC.

### POSITION DESCRIPTION

**POSITION TITLE** : Director of Planning, Program Development, & Communications  
**GRADE** : 17  
**FLSA STATUS** : Exempt  
**REPORT TO** : Executive Director  
**SUPERVISES** : Planning & Development Specialist(s)

### INTRODUCTION

The Director of Planning, Program Development, and Communications is responsible for developing strategic plans for the organization, developing and evaluating programs based on continuous community needs assessment; implementing and evaluating the agencies fund development plan; and coordinating agency-wide data collect and reporting. Additionally, this position shall develop, implement, and manage the overall corporate communications for the agency.

### CORE COMPETENCIES

1. Communications - Must be able to communicate and work effectively with people of diverse social, economic, and racial backgrounds. Must have the ability to read and write English at a high school level.
2. Teamwork – Has the ability and desire to work cooperatively with others on a team and as appropriate as a team leader. Demonstrates interest, skill, and success in getting groups to learn to work together.
3. Problem Solving – Has the ability to systematically identify and define a problem, determines the cause of the problem, identify, and prioritize and select alternatives for a solution, and implement a “best fit” solution.
4. Build Collaborative Relationships/Teamwork – Develops and maintains win/win relationships and partnerships. The ability to develop, maintains, and strengthens partnerships with others inside and outside the organization who can provide information, assistance, and support.
5. Decision Making/Problem Solving/Analytical Ability – Able to make difficult and appropriate decisions in a timely manner.
6. Self-Development – Has the ability to demonstrate self-initiative and motivation for continuous learning, personal development and personal growth.

## **ESSENTIAL POSITION RESPONSIBILITIES**

### 1. Planning and Evaluation

- Plan and develop a three (3) to five (5) year strategic plan;
- Design and develop new programs to meet emerging community needs;
- Conduct a Community Needs Assessment for CSBG and Head Start, as required by the funding source;
- Develop an annual narrative to support the agency's CSBG Grant Application;
- Provide support to staff developing the narrative basis for Head Start Grants;
- Produce Agency and Program Progress Reports Quarterly and Annually, or as often as is necessary; and
- Forge strong relationships with partners, funders, and other stakeholders.

### 2. Resource Development

- Develop a system to identify sources of public, private, and non-grant funding for the agency and its programs;
- Provide leadership and work with staff to develop grant proposals for ongoing and new services and programs;
- Manage grants including collecting, aggregating and interpreting data, and assist program staff with filing interim and final reports;
- Identify other resources and opportunities to strengthen the agency, including fundraising;
- Establish a plan that will identify needed assets that will strengthen and position HCAP as a vital agency within the City and County of Honolulu;
- Identify ways to build better relationships with partner agencies, federal, state, and city funders, legislators, community leaders, and other leading not-for-profit organizations to enhance our image, expand our program effectiveness and outreach and offer new opportunities, shore up our financial base and help bond the community to our mission; and
- Develop a formal strategy to identify potential members for the Board of Directors and District Councils.

### 3. Communication and Advocacy

- Plan and coordinate events to raise awareness about the agency and its mission, programs, and services;
- Plan and implement activities for annual National Community Action Week;
- Plan HCAP Day and Head Start Day at the Legislature;
- Produce Issue Briefs;
- Develop HCAP's brand;
- Develop Agency and Program Brochures;

- Develop Power Point and slide presentations;
- Oversee revision and maintenance of HCAP web site;
- Oversee the media and public relations function of the agency;
- Prepare and oversee press releases;
- Responsible for production and publication of HCAP Weekly, quarterly Newsletters, and the agency's Annual Report; and
- Serve as the agency's Public Information Officer/Press contact.

4. Other duties as assigned

**MINIMUM QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below represents the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION**

A Bachelor's degree from an accredited college or university with a major in Business, Communications, Social Sciences, or related field is minimally required. A Master's and/or Doctorate degree in Business, Communications, Social Sciences, or related field is preferred.

**EXPERIENCE**

Three (3) to five (5) years of experience in social services, program planning and implementation, developing and implementing successful fund development strategies, including but not limited to the following:

- Grant writing experience.
- Knowledge and experience with State of Hawaii procurement processes, including RFI, RFP, and contracting policies and procedures.
- Knowledge and experience with contract writing and interpretation.
- Knowledge and experience with government and private grant management, and reporting requirements.
- Extensive knowledge and experience collaborating with statewide network of local health and human services provided agencies and related stakeholders.
- Supervisory experience preferred.
- Knowledge of Community Services Block Grant (CSBG) requirements and mission of community action agencies and/or other federal human services programs for low-income populations.
- Experience drafting press releases, providing statements to media, creating earned media opportunity.
- Knowledge and experience with State and City GIA procedures, including legislative GIA application and budget process.

## **COMMUNICATION SKILLS**

- Must be able to communicate and work effectively with people of diverse social, economic, and racial backgrounds.
- Produce PSAs, press releases, scripts for Board presentations, etc.
- Ability to write and edit grant proposals, reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from: HCAP Board of Directors, executive management, program and district managers, staff, clients, government agency officials and general public.
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures and/or governmental regulations.

## **REASONING ABILITY**

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral or schedule form.

## **REQUIRED SKILLS, KNOWLEDGE & ABILITIES**

- Ability to research, conduct studies/surveys, analyze the data and derive conclusions regarding information on poverty and development of baseline or evaluative data.
- Knowledge of state and federal legislative and grants administrative processes.
- Able to operate personal computer using word processing/database management and spreadsheet applications.
- Ability to work flexible hours.
- Working knowledge of and technical proficiency in computer applications, including, but not limited to: Microsoft word, Excel, PowerPoint, Outlook, Access, Publisher (or other desktop publishing application), and Adobe Suite.
- Working knowledge of Adobe Creative Suite (Photoshop, InDesign, and Illustrator), WordPress, and MailChimp preferred.
- Working knowledge of social media including, but not limited to Facebook, Instagram, Twitter, and YouTube.
- Willingness to travel off island on occasion.
- Able to perform well under pressure.
- Able to manage multiple projects at a given time

## **CERTIFICATES, LICENSES, REGISTRATIONS**

Must have a valid driver's license and daily access to an automobile that is properly licensed and insured, or have access to timely transportation for work.

## **DESIRED SKILLS, KNOWLEDGE & ABILITIES**

- Knowledge of the characteristics of low-income populations and areas on Oahu, general understanding of causes and conditions of poverty, and related community resources currently available to target populations.
- Experience in providing direct services to low-income, economically disadvantaged target populations or sub-populations.
- General knowledge of government processes as they relate to non-profit management.

## **PHYSICAL DEMANDS/WORKING CONDITIONS**

|   | Never/<br>Rarely | At<br>Times | Often/<br>Constant |
|---|------------------|-------------|--------------------|
| Work Locations: in doors                              |                  |             | <b>X</b>           |
| Work Locations: outdoors                              |                  | <b>X</b>    |                    |
| Work Locations: sitting                               |                  |             | <b>X</b>           |
| Walking/standing                                      |                  | <b>X</b>    |                    |
| Bending/crouching/reaching, etc                       |                  | <b>X</b>    |                    |
| Lifting/carrying - light (up to 10 lbs.)              |                  | <b>X</b>    |                    |
| - medium (11 to 20 lbs)                               |                  | <b>X</b>    |                    |
| - heavy (over 20 lbs.)                                |                  | <b>X</b>    |                    |
| Contact with hazardous materials                      | <b>X</b>         |             |                    |
| Dust, smoke, odors, noise, etc                        | <b>X</b>         |             |                    |
| Travel - inter-island                                 |                  | <b>X</b>    |                    |
| Travel - long distance (mainland, international)      |                  | <b>X</b>    |                    |
| Use standard office equipment (including PC keyboard) |                  |             | <b>X</b>           |