



Director of Educational Programs
CommonWealth Kitchen
Dorchester, MA
April 2021

Build a just, equitable, sustainable food economy where everyone can participate and prosper! Join Boston's own Commonwealth Kitchen (CWK) as their new **Director of Educational Programs** and lead one of the three levers CWK employs to build a new food industry. Imagine applying your expertise in adult education, technical assistance for entrepreneurs, or growing food businesses, steps from Boston's only nonprofit co-manufacturing and shared kitchens.

About Commonwealth Kitchen

CommonWealth Kitchen (CWK) is a nonprofit social enterprise based in the Dorchester neighborhood of Boston on a mission to build a new food economy grounded in racial, social, and economic justice. CWK operates Greater Boston's only non-profit shared-use commercial kitchen, providing hourly rental to 50+ start-up and early-stage food companies annually, over 80% BIPOC-owned. CWK also operates its own small-batch food manufacturing operation, providing outsourced processing to help emerging food businesses scale, while bringing manufacturing jobs to one of Boston's lowest-income neighborhoods. To complement the shared kitchens, CWK offers a wide range of business education and training and coordinated market access to more than 150 diverse food companies annually, including food trucks, caterers, bakers, packaged goods companies, and restaurants. Leading these efforts, the **Director of Educational Programs** will recruit participants for educational programs, identify curriculum needs, launch courses, and connect CWK "Members" (the entrepreneurs) with kitchen resources, technical assistance, mentors, licensing help, and other tools for success, addressing the human, social, and financial capital needed to build a successful business.

The Director of Educational Programs Position

CommonWealth Kitchen uses three main levers of impact--Educational Programs, Business Development, and Culinary Operations--to achieve its mission. Reporting to the Vice President of Impact, the Director of Educational Programs leads all aspects of CWK's food business educational programming, 1-on-1 technical assistance services, and community stewardship to build the capacity of diverse food business entrepreneurs who come from traditionally marginalized groups. The position also oversees staff managing recruitment and onboarding of new businesses into CWK's kitchens.

The ideal candidate is a systems thinker, identifying patterns of both challenge and opportunity, and designing and implementing repeatable recruitment strategies, curriculum and programming, advisory services, and other touch points essential to increase the likelihood of the entrepreneurs' and therefore CWK's success. The Director of Educational Programs is a trusted leader, collaborator, and connector. They operate with a sense of empathy and

advocacy for the unique roadblocks facing diverse food business entrepreneurs, and a sense of urgency for removing those roadblocks.

CWK's programming includes classic small business topics (such as business formation, insurance, sales and marketing, branding, access to capital, calculating COGs and margins, financial management, HR and product development) as well as topics more directly centered on the food industry (food truck operations, farmer's market best practices, food safety, product formulation and development, recipe scaling, co-manufacturing, product labeling, distribution, restaurant operations, etc.). The Director of Educational Programs is not expected to be an expert in all of these areas. However, they should know what questions to ask and core skills and knowledge required to support business owners along their journey from start-up to established company, and to identify and connect businesses to resources from CWK's expansive network of supporters and allies.

Responsibilities

Educational Program Management

- Lead a team of up to four Program Managers to plan, coordinate, execute, and document all educational programs including events, webinars, workshops, cohort-based programming, peer learning, business advisory services, and meetings with mentors and partners.
- Manage the strategy, roadmap, implementation, and evaluation of all of CWK's educational programming. Develop new programs as needed to meet the changing needs of the CWK Community.
- Respond to time-sensitive business needs, working with partners and CWK team members to develop one-off workshops, webinars, and short-term engagements.
- Collaborate with the Director of Culinary Ops to ensure educational programming addresses the common challenges faced by Shared and Co-Manufacturing Kitchen clients.
- Regularly assess the technical assistance (TA) needs of Community members. Ensure that CWK's TA offerings are effective and responsive to business needs and that office hours across CWK team members are scheduled, attended, and documented (via Salesforce), and evaluated regularly.
- Establish performance metrics for all educational programming and ensure careful collection of data; regularly review metrics and make modifications to ensure that programs consistently meet or exceed targets. Coordinate with Director of Development to provide data and other materials required for funding and reporting.
- Leverage partnerships with mission-aligned organizations, food companies, mentors, coaches, and other subject matter experts in the CWK Network to enhance the scope of support CWK is able to offer through its educational programs; collaborate with the VP of Impact to recruit additional partners as needed
- Provide training to CWK team, mentors, and coaches to prepare them to provide TA to Community businesses



- Develop and maintain a robust virtual Resource Library with templates, checklists, and other helpful resources for food businesses

Recruitment & Business Success

- Lead the recruitment of new businesses to join CWK's educational programs and shared use kitchen, and provide effective onboarding and ensure that 80% of Program participants are entrepreneurs from under-resourced BIPOC communities.
- Collaborate with the Director of Business Development to ensure recruitment strategies and educational programming align with current and future market opportunities.
- Support businesses in creating their own definitions of success, developing quantitative metrics to measure progress toward that success, and creating roadmaps to achieve it.
- Develop a plan for monitoring and assessing Community business owners over time to evaluate impact of programming and network connections beyond specific business success.
- Support the Director of Business Development in assessing business readiness for market opportunities, providing the programming essential to building readiness. and in matching businesses with appropriate opportunities.
- Serve as a 'concierge' in connecting Community businesses with relevant Network resources in situations where TA needs cannot be met by a CWK team member or through educational programming

Community Stewardship

CWK's Community includes both current educational program participants and past graduates.

- Work directly with businesses to foster a diverse, collaborative, supportive Community of food entrepreneurs working together toward CWK's mission of a new food economy grounded in racial, social, and economic justice.
- Serve as the voice of the Community in CWK management and planning discussions.
- Develop strategies to engage Community in work planning and program delivery to ensure programming is responsive to business needs.
- Develop and manage a strategy for in-person and virtual Community engagement
- Lead the annual review and renewal of Community commitments
- Collaborate with the Director of Communications in promoting CWK's educational programming, sharing the stories of Community members, and publishing regular Community newsletters

People Management & Business Operations

- Directly manage a team of up to four Program Managers. Hold regular 1-on-1 meetings, conduct performance reviews, support professional development needs, hire and document performance issues as needed.



- Maintain key operational materials, including Shared kitchen user handbook, orientation materials, and other organizational documents to ensure consistency with organizational goals.
- With support from the Vice President of Impact, develop and manage an annual work plan and budget; ensure all educational programs are completed in alignment with this plan and budget.
- Support fundraising efforts for educational programming, particularly grant applications and reporting.
- Create and regularly update Salesforce records for Community businesses. Establish best practices for other CWK team members to do the same.
- Facilitate meetings and gatherings across CWK team members and Community businesses

Qualifications and Qualities

- 7+ years work experience in nonprofit program management or equivalent experience in adult education or small business development
- Demonstrated customer service skills, recruiting, supporting, and representing an organization to its constituents and constituents to an organization
- Experience architecting, implementing, and evaluating adult or continuing education experiences and building, managing, and evaluating curriculum
- Familiarity with issues facing the food industry and diverse start-up food businesses
- Resiliency in having difficult conversations, expressing and meeting expectations, and navigating multiple, potentially conflicting priorities with grace--and a sense of humor!
- Outstanding cross-cultural communication skills
- Dexterity with data gathering and exceptional organizational skills
- Previous team management experience
- Ability to manage up in a complex organization
- Enthusiasm for uncertainty and the creativity that unlocks
- An unwavering personal and professional commitment to social, racial, and economic justice
- Proficiency with cloud-based software tools, ideally including Google Suite, Microsoft Office, Salesforce, Asana, and Slack.

Salary, Benefits, Working Conditions

This is a new position. Commonwealth Kitchen anticipates the salary range to be between \$70,000 and \$85,000. CWK offers generous paid time off as well as group health insurance.

While due to the COVID-19 pandemic many Commonwealth Kitchen team members are working remotely, candidates should expect to work in-person at CWK's 196 Quincy Street facility in Dorchester at least part-time on hire, and likely full-time when it is safe to do so.



To Apply

CommonWealth Kitchen is partnering with Carolyn O'Brien Consulting, LLC for this search. All candidates must submit both a resume and detailed cover letter that matches their qualifications with CommonWealth Kitchen's requirements. Title a pdf version of your resume and cover letter with your last name and "cover" or "resume" and email with "DEP" in the subject line to CWK@carolynobrien.org. Please include your LinkedIn profile as well.

