

Program Director

Creates exceptional experiences.



DEPARTMENT
Administration

REPORTS TO
Chief Operating Officer

FLSA STATUS
Exempt

UPDATED
August 2026

Position Summary

The Program Director is a creative and strategic leader responsible for designing exceptional experiences that bring people together across generations. This position leads the development, implementation, and continuous improvement of programs that inspire lifelong learning, promote wellness, encourage meaningful connection, and strengthen community.

Working collaboratively with staff, instructors, volunteers, and community partners, the Program Director ensures Generations remains a dynamic destination where people of all ages come to learn, connect, and thrive.

WHY THIS ROLE MATTERS

People come to Generations for connection through exceptional programs and experiences. This leader curates what Generations offers—turning community interests, creative ideas, and trusted partnerships into a vibrant, mission-aligned portfolio.

Essential Functions

Program Strategy & Development

- Support and develop a diverse portfolio of educational, wellness, arts, recreation, social, and intergenerational experiences.
- Identify emerging trends, community interests, and unmet needs to inspire innovative programming.
- Create new classes, workshops, series, special events, and signature experiences aligned with strategic priorities.
- Balance mission impact, accessibility, participation, and revenue or cost-recovery goals where appropriate.

Program Operations & Quality

- Lead the annual program planning cycle and maintain an integrated program calendar.
- Oversee scheduling, registration readiness, space coordination, supplies, staffing, and event logistics.
- Establish quality standards and ensure programs are welcoming, safe, well organized, and consistently delivered.
- Develop repeatable systems for program proposals, launches, evaluation, and continuous improvement.

Instructor & Partner Leadership

- Recruit, onboard, support, and evaluate instructors, presenters, facilitators, and program contractors.
- Build relationships with schools, nonprofits, healthcare providers, businesses, artists, and community organizations.
- Clarify expectations, schedules, compensation, safety requirements, and performance standards.
- Expand program reach and value through strategic partnerships and shared expertise.

Evaluation, Budget & Growth

- Track participation, satisfaction, utilization, outcomes, expenses, and earned revenue.
- Use feedback and data to improve, expand, redesign, or sunset offerings.
- Develop and monitor program budgets in partnership with organizational leadership.
- Prepare regular program reports and recommendations for leadership.

Collaboration & Communication

- Partner with the Director of Member & Volunteer Experience to understand interests, participation barriers, and engagement opportunities.
- Coordinate volunteer needs with the Member & Volunteer Experience team while retaining ownership of program design and delivery.
- Provide program calendars, descriptions, outcomes, and impact stories for organizational communications and philanthropy.
- Represent Generations in the community and champion an organization-wide culture of innovation and hospitality.

How Success Will Be Measured

Overall program participation and growth	Participant satisfaction and repeat engagement
New and intergenerational offerings introduced	Instructor quality, satisfaction, and retention
Program utilization and schedule balance	Revenue and cost-recovery performance
Community partnerships established	On-time, on-budget program delivery

Qualifications

Education

- Bachelor's degree in recreation, education, community development, nonprofit management, hospitality, public administration, or a related field preferred; equivalent experience considered.

Experience

- Three or more years of progressively responsible experience in program development, community engagement, events, education, recreation, or a related setting.
- Demonstrated experience coordinating multiple programs or events and working with instructors, contractors, partners, or volunteers.

- Supervisory or team-lead experience preferred.

Knowledge, Skills & Abilities

- Ability to translate community interests into engaging, well-executed experiences.
- Strong project management, budgeting, scheduling, and organizational skills.
- Excellent communication, facilitation, and relationship-building abilities.
- Comfort using participation data and feedback to make decisions.
- Sound judgment, adaptability, creativity, and a commitment to people of all ages.

Core Competencies

Creative Thinking	Strategic Planning	Program Leadership
Community Building	Project Management	Collaboration
Quality & Service	Financial Stewardship	Adaptability
Communication	Accountability	Mission Focus

Other Job Requirements

- Successfully pass a criminal background check and sex offender registry check.
- Maintain a valid Wisconsin driver's license, reliable transportation, and appropriate automobile insurance for organizational business.
- Maintain a flexible schedule that includes regular evening and weekend hours based on program and event needs.

Work Environment

This role operates in an active intergenerational community center and regularly moves between office work, program spaces, meetings, and events.

Physical Demands

Ability to sit, stand, walk, bend, reach, and occasionally lift and carry up to 50 pounds while preparing and supporting programs and events.

Why Join Generations?

AN INVITATION TO MAKE AN IMPACT

At Generations, we're reimagining what an intergenerational community center can be. Every interaction, program, volunteer opportunity, and act of generosity can strengthen community. Join a collaborative team creating a welcoming place where people of all ages learn, connect, contribute, and thrive.

Generations is committed to equal opportunity and to a workplace where every person is treated with dignity and respect.