

# Scope of Work: Learn2Earn Contract Project Coordinator

## 1) **General Purpose**

The Learn2Earn Coordinator is effectively the internal and external “face” of the initiative. S/he is responsible for managing the Coordinator contract in the same fashion as a start-up company’s founder. There are many and varied responsibilities that will arise as the initiative grows. The ability to be a methodical thinker and relationship builder, as well as an excellent manager of all the components of the Learn2Earn initiative, are essential traits. Also critical to this person’s success are (1) the understanding of the adult education programs and institutions in Fresno, (2) the educational needs of the community, (3) the ability to manage a citywide marketing and communication campaign, and (4) the ability to work with the L2E Educational Advisors to implement the initiative.

## 2) **Governance Structure and Fiscal Agent**

- a) Learn2Earn is operating as a collaborative between the Mayor’s Office of the City of Fresno, Heald College, Fresno Unified School District, Fresno Housing Authority, Fresno Regional Workforce Investment Board, Fresno City College, and State Center Community College District. The executive leaders of each agency have agreed to serve as the governing body of L2E during the start-up phase of the initiative. The Adult Education Task Force and the Central Valley Higher Education Consortium serve as advisors to the governing body.
- b) During the start-up phase, the Regional Foundation will serve as the fiscal agent for the initiative.

## 3) **Reporting and Supervisory Relationships**

The Learn2Earn Coordinator will report to the governing body’s chair.

## 4) **Core Essential Functions:**

The Learn-2-Earn Coordinator’s responsibilities are to:

- a) Finalize and implement the strategy for promoting adult education in Fresno as presented in the L2E white paper, which includes ensuring each component of the initiative are fully developed and implemented;
- b) Establish and maintain appropriate systems for measuring the initiative’s outcomes;
- c) Monitor, measure and report on all aspects of the L2E initiative;
- d) Manage and oversee subcontractors;
- e) Manage and control program expenditures within agreed budgets;
- f) Ensure activities meet with and integrate with program requirements for quality management, health and safety, legal stipulations and environmental policies;
- g) Utilize prospect contact tools and systems, and update relevant information held in these systems (probably Salesforce);
- h) Oversee implementation of the marketing and promotional aspects of the L2E initiative, including launches, promotions, advertising, exhibitions, neighborhood educational fairs, etc.
- i) Attend and present at internal and external meetings;
- j) Be prepared to carry out executive responsibilities of the L2E initiative; and
- k) Prepare and present regular reports to the organization’s Board of Directors.

Send resume and cover letter to:

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No phone calls, please.