



**POSITION PROFILE**  
**SENIOR VICE PRESIDENT, PROGRAMS**

**BROTHERHOOD**  
*Crusade*  
*Sowing Seeds and Growing a Strong Community*

*Making a difference ..... one person at a time*

## **BROTHERHOOD CRUSADE**

### **HISTORY**

Brotherhood Crusade's goal is to remove and/or help individuals overcome the barriers that deter their pursuit of success in life and foster opportunities for a better quality of life by effectuating improved health & wellness, facilitating academic success, promoting personal, social & economic growth, providing access to artistic excellence & cultural awareness, increasing financial literacy and building community agencies & institutions.

In 1968, Walter Bremond and others from the Los Angeles Black Congress organized and incorporated the Los Angeles Brotherhood Crusade. Walt Bremond signed a personal note with Bank of America in the amount of \$15,000.00 (fifteen thousand dollars) with the idea of funding the organizational concept that came out of the Black Congress. As a significant result, the fruits of the Black Congress' labor lived on in the Brotherhood Crusade.

In 1973, Danny Bakewell Sr, was appointed President and CEO. Mr. Bakewell for 35 years provided the necessary leadership to build the Brotherhood Crusade into a premier Institution in this country. When Danny Bakewell retired in 2005, the leadership of the Brotherhood Crusade was entrusted to Bremond's daughter, Charisse Bremond Weaver, as its President and CEO. Under her stewardship, Brotherhood Crusade has steadily progressed in achieving its mission and goals. Today, the organization has become a model of collaboration and resource leveraging. Bremond Weaver's unique ability to bring quality people and necessary resources together for a common cause not only exemplifies the Brotherhood Crusade self-help model, but also significantly strengthens its relevance in the 21<sup>st</sup> Century.

In the 49 years since its founding, Brotherhood Crusade has provided human and social services to more than 100,000 South Los Angeles residents annually. These services include educational enrichment & academic assistance services, arts & drama appreciation, disconnected and high-risk youth prevention programs, health education, life & social skills training, domestic violence assistance, character development, appreciation of diversity training, employment readiness, post-employment services, counseling, financial education, health screening, health education, access to cultural and artistic excellence, core capacity training for minority-led organizations, recreational services, homeless services, and the provision of emergency food, clothing, and shelter.

In 2005, Brotherhood Crusade began to develop its pioneering 10-Year Community and Economic Development Plan, which emphasizes culturally competent trauma-informed and trauma-responsive youth development from a social justice and social equity lens with an emphasis on youth with severe academic and socio-behavioral issues. The model was awarded the 2012 National Criminal Justice Association 2010 Outstanding Juvenile Justice Program Award as the best youth development program in the western United States.

## **Vision**

The Los Angeles Brotherhood Crusade is a nonprofit, 501(c)(3) organization founded to enrich the lives of youth (with an emphasis on disconnected youth<sup>1</sup>), homeless populations, economically disadvantaged families, and under-served individuals in South Los Angeles by providing and facilitating a variety of essential educational services, social services, cultural activities, vocational opportunities and economic empowerment opportunities. Brotherhood Crusade has an operating budget of \$5.5 million, 40 full-time and 20-25 part-time employees, and approximately 500 community volunteers.

Brotherhood Crusade envisions a South Los Angeles devoid of health disparities, disenfranchisement, and poverty-associated adverse public health conditions. “We believe that South Los Angeles can be a safe, thriving, culturally relevant, and inclusive community that provides all residents equitable access to human and social services and continually improves their quality of life.”

The cornerstone of Brotherhood Crusade’s work is helping low-income under-served residents and vulnerable individuals such as disconnected youth improve their quality of life through the provision of trauma-responsive youth development programs, remedial education, social emotional learning programs, services for the homeless, health education, financial education, appreciation & awareness of arts and culture, physical fitness & nutrition, life & social skills training, diversity appreciation training, employment readiness & job placement, counseling, and the provision of emergency food, clothing, and shelter. Brotherhood Crusade also supports efforts to boost the capacity and effectiveness of small grassroots nonprofits that provide essential services for youth.

## **Mission**

Our mission is to improve quality of life for and address the unmet needs of underserved, under-represented and disenfranchised South Los Angeles residents. Self-help – assimilating fiscal, in-kind and volunteer resources from within the community to help the community – is the organization’s model and mantra. Brotherhood Crusade helps transform the social and economic conditions in South Los Angeles that foster addiction, crime, violence and poverty by building a mass-based community institution that involves thousands of residents creating, influencing and changing public policy.

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<sup>1</sup> Disconnected Youth are low-income young people who are: out-of-work and out-of-school; dropouts; underperforming in school; homeless (including couch surfing); involved in the juvenile/criminal justice or foster care (current or aged-out) system; otherwise disenfranchised; at high-risk of any of the above-described factors; or who have parents who meet these criterion.

## **SENIOR VICE PRESIDENT (SVP), PROGRAMS**

The SVP, Programs is responsible for ensuring that Brotherhood Crusade's programs operate at maximum effectiveness and achieve the targeted goals, objectives and desired outcomes requisite in achieving the mission of Brotherhood Crusade. Reporting to the President & CEO, the SVP, Programs is a member of the Executive Team and provides leadership and direction to all Brotherhood Crusade program staff, while guiding and ensuring proper implementation of the component program units that serve the needs of South Los Angeles. Specifically, the SVP, Programs leads and directs the organization's four primary programs: YouthSource Center; Building a Lifetime of Options and Opportunities for Men (BLOOM); Gang Reduction and Youth Development (GRYD); and Soccer for Success. The Senior Vice President, Programs is responsible for implementing, monitoring and maintaining the effectiveness and efficiency of all programs and opportunities offered by Brotherhood Crusade and its program partners.

### **Top Priorities for the SVP, Programs include the following:**

1. Conduct a comprehensive assessment (which may include a SWOT analysis and efficiency review) of Brotherhood Crusade's programs.
2. Make recommendations on improving and, working with the President and CEO, facilitate the improvement of Brotherhood Crusade's programs based on the comprehensive assessment, existing research and evidence-based practices.
3. In conjunction with the CEO, review and pursue new programmatic growth opportunities that align with Brotherhood Crusade's mission and core values, and meet the needs of the organization's constituencies.
4. Develop accountability systems and metrics to measure program performance, inform correction, facilitate continuous improvement and promote sustainability.
5. Work collaboratively with program leaders and staff to strengthen their individual and team success through coaching, mentoring and professional development

### **Specific responsibilities include, but are not limited to the following:**

- Under the direction and guidance of the President & CEO, lead, direct and manage the work of all Brotherhood Crusade program staff to ensure "best in class" program service delivery for all program participants.
- In conjunction with the CEO, program directors and executive staff, identify new program service opportunities that align with Brotherhood Crusade's mission and serve the needs of the community. Actively lead and support the CEO in securing new and renewing existing program service contracts and funding partner

agreements to ensure program growth, viability and sustainability in order to meet the changing needs of the populations served by Brotherhood Crusade.

- Prepare and present periodic reports on the performance, progress and impact of Brotherhood Crusade programs to the CEO and the Board; ensure that all mandatory contract reporting is completed and submitted on time; and address any program compliance issues in a timely manner.
- Manage a rigorous and continuous review of Brotherhood Crusade programs (including participant and stakeholder surveys) to enhance effectiveness and efficiencies; make appropriate recommendations for program expansions, consolidations, and discontinuations.
- Ensure that each Brotherhood Crusade program meets the outcomes and goals established by contract agreements and/or Brotherhood Crusade standards of excellence.
- Develop strong performance measures for program accountability and evaluation that are consistent across all programs and adhere to Brotherhood Crusade programmatic and organizational objectives.
- Enhance program reporting mechanisms and systems such that they are data driven, outcome focused and relevant.
- Participate, conduct and/or supervise the recruitment, selection, evaluation, and development of subordinate staff necessary to carry out Brotherhood Crusade's mission, programs and objectives; provide guidance and direction to program directors and staff to ensure that progress is being achieved, objectives are being met, and program participants are being served effectively.
- Implement a rigorous staff development and training program that focuses on building a team of highly skilled and effective team members who are equipped and empowered to lead and/or contribute to the work of the organization; create an environment that fosters staff feedback, innovation and open dialogue, while incorporating performance evaluations and growth opportunities.
- Provide one-on-one coaching for direct reports and assist them in developing strong management and leadership competencies.
- Ensure performance reviews are conducted for all program staff; develop appropriate employee recognition programs including administering salary recommendations and establishing growth opportunities.
- Counsel and discipline staff as needed and implement performance improvement plans.
- Develop and manage budgets to maintain the fiscal health of Brotherhood Crusade programs; make budget recommendation as needed; ensure each program is managed in a fiscally responsible manner; and bring any irregularities to the CEO's attention immediately.

- Stay informed regarding political and social issues that may impact the effectiveness of and prioritization of Brotherhood Crusade's agenda.
- Represent the Brotherhood Crusade, as required, in a way that promotes trust and reflects operational excellence in the social justice, social equity, trauma-responsive youth development and community development arenas.
- Work collaboratively and strategically with other members of executive management to build a strong leadership team that embodies the mission and core values of Brotherhood Crusade;
- Perform other duties as required or delegated by the CEO.

### **Qualifications and Experience:**

The Senior Vice President, Programs must possess a track record of superior performance and leadership in community development with an emphasis on trauma-responsive youth development and enrichment programs. Ideally, candidates will have a minimum of five to eight years of progressively responsible experience as a program director, chief operating officer, CEO, foundation program officer or other closely related position in a government, corporate, social services or social justice organization with demonstrated ability to successfully deliver "best in class" services. Moreover, the ideal candidate shall have created their own trauma-responsive or social emotional learning program or volunteered on a consistent basis at such a program outside of and away from their employment.

Interested individuals must be committed to the core values of Brotherhood Crusade and be passionate about working with underserved populations with an emphasis on disconnected youth. Strong writing, communications, critical thinking, networking, negotiation and strategic skills are critical and the ability to manage an array of programs with limited resources is essential.

### **Specific skills, abilities and experience include:**

- Principles and practices of social/human services program development and management.
- Principles and practices of community-based transformation, capacity building, implementing and measuring the effectiveness of intervention programs, governmental operations and the utilization of project and program management techniques.
- Principles and practices of effective organizational management including organizational goal setting, monitoring, and prioritization.

- Knowledge of relevant state and federal laws, rules, and regulations.
- Non-profit financial contract/grant reporting requirements.
- Strong advocacy and public policy development expertise.
- Budget development and management.
- Fund development experience including grant solicitation, application, and management.
- Effective leadership and team management skills.
- Ability to work with and command the respect of a variety of stakeholders including program participants, government and corporate officials, community and political leaders, staff, volunteers and the media.
- Excellent written and verbal communication skills with demonstrated presentation abilities.
- Computer literacy including word processing, spreadsheet software, data base applications and contact management software.
- Comfortable using social media.
- Ability to work both independently and as part of multiple teams.
- Ability to work and make decisions with a high degree of autonomy.
- Strong organizational skills combined with individual initiative.
- Results oriented, data and outcome driven, energetic, persuasive, and creative.
- Able to represent the Brotherhood Crusade with honor, integrity, respect and sincerity.
- Ability to motivate and manage personnel by providing meaningful and timely performance expectations, monitoring, and feedback.
- Outstanding interpersonal and relationship development skills.
- Resourceful and politically astute.

## **COMPENSATION**

Brotherhood Crusade offers a competitive salary and employment benefits package commensurate with qualifications and experience.

To apply for this outstanding opportunity, please electronically submit your resume and a cover letter of interest to W.D. Hawkins, The Hawkins Company. [bill@thehawkinscompany.com](mailto:bill@thehawkinscompany.com). The letter of interest should outline why you are interested in joining Brotherhood Crusade, your relevant accomplishments and the key attributes you would bring to this position.

Confidential inquiries are encouraged and can be directed to Bill Hawkins via telephone at 310-348-8800, or via email at [bill@thehawkinscompany.com](mailto:bill@thehawkinscompany.com). Alternatively, inquiries may be directed to Yonnine Hawkins via telephone at 323-252-1655, or via email at [yonnine@thehawkinscompany.com](mailto:yonnine@thehawkinscompany.com).

William D. Hawkins President  
The Hawkins Company  
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The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to perform in this job.

*BROTHERHOOD CRUSADE IS AN EQUAL OPPORTUNITY EMPLOYER*