

## **Job Description: Director of Capacity Building**

Type of Position: Full-time, Exempt Position with Benefits  
Days: Monday to Friday (periodic weekends and evenings)  
Hours: 37.5 hours per/week  
Direct Supervisor: California Chapter Executive Director

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### **About the National Association of Social Workers, California Chapter (NASW-CA)**

Founded in 1955, the [National Association of Social Workers \(NASW\)](#) is the largest membership organization of professional social workers in the world, with more than 120,000 members, with [NASW-California](#) as a leading chapter with 9,000 richly diverse members across the state. NASW-CA works to enhance the capacity of social workers to provide clinically sound service and effective advocate for systems change, simultaneously working to create and maintain the highest ethical and professional standards, and to advance social policies that address the needs of communities served.

### **Required Education**

The minimum requirement is a master's degree in social work (MSW) or equivalent work experience.

### **Required Experience**

The minimum requirement is five years developing and managing all aspects of a financially successful professional development and/or education program for behavioral health professionals.

- Demonstrated knowledge of social work licensing requirements and process along with continuing education requirements nationwide, and most especially for California
- Proven ability to track education standards and trends nationwide and ensure these are reflected in programs
- Proven business management skills: experience developing marketing strategies and tools, balancing a budget, ensuring profit margins, implementing responsive customer service, and developing and maintaining high-quality multimedia online content
- Minimum of five years recruiting, training, supervising, and evaluating performance for employees and independent contractors

### **Strongly Preferred Experience**

LCSW and minimum of 3-5 years of nonprofit management experience strongly preferred.

### **Required Qualifications**

- Knowledge of and/or experience with professional membership associations and the social work profession
- Exemplary verbal and written communication skills, including editing and formatting of virtual course and marketing content
- Proven ability to successfully manage multiple projects with multifaceted requirements, details, and deadlines involving a variety of team members
- Proven ability to analyze and resolve problems quickly and efficiently with limited resources
- Experience effectively communicating with technical consultants related to programming and maintenance of capacity building program website features

- Ability to work both independently and as a team member as part of the California chapter and the capacity building program, as well as the various NASW national and state associates
- Proven ability to organize and manage vast quantities of information and material with superior attention to detail
- Flexibility: ability to adapt to dynamic environments; comfort with ambiguity and complexity
- Enthusiastic about bringing people together and helping them be their best
- Values listening to and honoring the wisdom of people on-the-ground and developing theory grounded in their lived experience
- Ability to give and receive constructive feedback; display a desire for continuous learning and self-improvement
- Ability to travel within California (after state shelter-in-place orders are lifted)

### **Primary Functions**

- Assume responsibility for and manage all aspects of the chapter's online continuing education program including, but not limited to, strategic planning, program policies and procedures, budgets, assessment of data, marketing, course development, online system functionality, and customer service related to the capacity building program and NASW
- Assess, update, improve, and expand capacity building course content based on adult learning principles, California LCSW licensing regulations, registrant feedback (course evaluations), and ongoing program data and statistics
- Assess, update, improve, and enhance the functionality of the remote learning platforms to ensure timeliness, efficiency, and responsiveness to the needs of team members (administrative side of system) and online registrants (user side of system)
- Assess, update, improve, and enhance the marketing strategies and tools used to market the capacity building program in California and across the nation
- Through the ongoing assessment of data, ensure the capacity building program's income and profit margin
- Effectively recruit, train, supervise, and evaluate chapter employees and independent contractors including a programmer, authors/instructors, technical specialists, professional editors, consultants, university faculty, and so forth
- Effectively track, evaluate, and enhance the capacity building program website and all related features and components
- Stay abreast of digital engagement trends for associations and professional development education and provide recommendations for enhancements
- Be familiar with all of the NASW benefits, services, and resources both at the national and state chapter levels, and be able to incorporate and highlight these benefits, services, and resources into the capacity building program and courses
- Represent NASW in a manner that is responsive, professional, respectful, knowledgeable, and appreciative of members and nonmembers, NASW staff, volunteers, and interns, as well as the community at large, including social work university programs and employers

### **Key Responsibilities**

## **A. Program Policies and Procedures**

- Develop, update, and implement program objectives and goals, along with program policies and procedures
- Develop, coordinate, and manage program projects with online continuing education program team members, including employees, contractors, vendors, and graphic designers
- Demonstrate an in-depth understanding of the California LCSW licensing process in order to ensure capacity building program incorporates relevant and timely information and licensure requirements, and to be able to answer questions from registrants, members, and others, as well as to train customer service staff
- Provide information and reports to the chapter's Vice President of Professional Development and board of directors, including a quarterly report
- Develop, implement, and evaluate special projects to meet special and timely needs such as the "Disaster Scholarship", "Anti-Racism," or "Resources for COVID-19"
- Complete all personnel, human resource, and expense forms as required by national office

## **B. Capacity Building Program Content**

- Recruit, review, organize, format, and edit remote learning course content adhering to the program's latest template, requirements, and guidelines while making recommendations for improving course presentation; twice a year, oversee the review and summary of course evaluations, and make necessary revisions
- Develop, update, and enhance the organization of online libraries to ensure that the major categories (pre-license coursework, mandated license renewal, clinical supervision, and other major topics) are advertised in the most effective manner
- Develop, update, and evaluate "master" documents that track the development, revision, and update of course content, as well as other master documents and forms used in the capacity building program
- Develop, update, and evaluate customer service policies, procedures, and schedules, while tracking customer service reports and feedback

## **C. Marketing the Program, Services, and Courses**

- Utilize available data to create, implement, and analyze marketing tools and strategies; when necessary create new ways of tracking pertinent information so that marketing is data-driven and effectively and efficiently utilizes the chapter's existing marketing tools, as well as looking for and considering new or revised marketing tools
- Perform market research related to online CE competitors offering CEUs to California LCSWs and LMFTs, and use this information to determine fees per unit and make improvements to the capacity building program and/or services

## **D. Customer Service**

- Be prepared to and enthusiastic about answering questions regarding a multitude of topics within 24 to 48 hours, and if unable to answer a question, do whatever is necessary to find the answer or find someone who can provide an answer
- Consistently set and ensure high standards in all customer service interactions and be able to train customer service representatives to answer questions specific to the capacity building program including basic technical questions, licensing and continuing education questions for

California and nationwide; questions about NASW benefits, services, and resources at both the national and state chapter levels; and other assorted questions related to the social work profession

- Understand the capacity building program support ticket system (online registrants can submit a “ticket” with questions) and keep track of the most commonly asked questions and the “average amount of time” spent on tickets, which may involve several emails and/or phone calls

#### **E. Agency Support and Development**

- Attend staff meetings, as assigned
- Participate in professional development opportunities, as assigned
- Other duties as assigned

Remote candidates will be considered, but must be based in California. The position is currently fully remote in light of the COVID-19 pandemic.

NASW-CA is an equal opportunity employer. We strongly encourage and seek applications from people of color, including bilingual and bi-cultural individuals, as well as members of the lesbian, gay, bisexual and transgender communities.

To apply, please email your cover letter and resume to Deborah Son, Executive Director, [dson.naswca@socialworkers.org](mailto:dson.naswca@socialworkers.org).