

**ABOUT UP2US SPORTS**

Up2Us Sports dedicated to inspiring youth to achieve their potential by providing coaches that are trained in positive youth development.

**Regional Director, Mid-Atlantic**

**JOB DESCRIPTION**

The Regional Director of the Mid-Atlantic is an entrepreneurial position for someone who believes in the Up2Us Sports mission and wants to use sports to impact underserved youth in the region. The position will report directly to the Chief Regional Officer and the Up2Us Sports Sr. Management. The Regional Director is responsible for ensuring the strategic regional growth of Up2Us Sports as dictated by the strategic plan. This includes 1) creating a region-specific workforce of highly trained Sports-Based Youth Development (SBYD) coaches; 2) become the premier SBYD coach training program in the region and; 3) becoming the collective voice for the importance of SBYD as a solution to the challenges facing young people in the region. This position will be based out of the Up2Us Sports Philadelphia office. Please note, based the strategic needs of the Mid-Atlantic, Up2Us Sports will either hire a City Director or a Mid-Atlantic Regional Director.

**JOB RESPONSIBILITIES**

*Leadership of City Directors*

- Oversee the program operations and day-to-day leadership of Up2Us Sports' City Director(s) within the Mid-Atlantic region to provide them with management guidance, strategies for city growth, and operational assistance
- Assist in the hiring of new City Director(s)
- Conduct yearly performance evaluations of City Directors
- Implement the appropriate professional development tools and training to maximize operational effectiveness and to ensure the achievement of employee goals and performance benchmarks

*New City Expansion & Strategic Partnerships*

- Coordinate and direct expansion strategies in partnership with Chief Regional Officer including hiring, training, and lead the new city identification process and site development start-up efforts
- Help build strategic partnerships in new cities and across the region
- Identifying and work with leadership council members in the region
- Facilitate strategic partnerships with state-wide agencies and/or stakeholders that include but are not limited to: Department of Education, Office of Juvenile Justice and Delinquency Prevention, and Department of Healthy

*Fundraising and Fee-for-Service Development*

- Develop and maintain regional fundraising plan that emphasizes the cultivation and stewardship of corporate, foundation and individual donors
- Implement a fundraising plan for state area funding and in local areas without City Directors
- Participate in national development teleconferences
- Develop “special funding initiatives” that may be unique to the region that can be a model for the rest of the nation
- Promote Up2Us Sports training as major source of revenue
- Establish consistent training opportunities or capacity building contracts with youth development organizations and systems, including parks and rec, Police Athletic Leagues, school districts, etc.

*Strengthen internal operations and infrastructure*

- Support the Chief Regional Officer, City Directors, and staff to make consistent and progressive steps toward organizational and programmatic consistency and sustainability
- Effectively communicate work plans and priorities derived from the organization's strategic plan by partnering with senior leaders to follow through with coordinated accountabilities, objectives, and associated budgets
- Successfully engage, build, maintain relationships with local media outlets; execute marketing and PR opportunities, successfully coordinating efforts with the national marketing and PR teams.
- Budget Management

**QUALIFICATIONS**

- Bachelor's degree required, graduate degree preferred
- At least 10 years of professional experience in a general management role, ideally in a rapidly evolving institution
- Proven ability to raise funds
- Experience in managing remote teams
- A successful track record in setting priorities, shaping processes, guiding investment in people and systems, and developing an infrastructure that creates a stronger and more efficient organization
- Budget management experience
- 1 year of marketing and communications experience
- Exceptional writing and communication skills and, a general proficiency in social media platforms
- Personal qualities of integrity, credibility, and a commitment to Up2Us Sports' mission
- Willingness and ability to travel for internal and external meetings within the region

**COMPENSATION**

- Commensurate with experience
- Health, dental and other benefits, including generous leave time
- A dynamic, fun, exciting, and flexible work atmosphere with a team of professionals dedicated to supporting underserved youth through sports

**HOW TO APPLY**

Please send resume, grant writing sample, and cover letter with your salary requirements to:

Luella Provenza,  
Chief Regional Officer  
[lprovenza@up2ussports.org](mailto:lprovenza@up2ussports.org)

Be sure to include the position title in the subject of your message. No faxes or phone calls, please. Only those candidates selected for an interview will be contacted.

Up2Us Sports is an equal opportunity employer M/F/D/V.