



**ENCUENTRO**  
**JOB DESCRIPTION**

**Program Director, Workforce Development and Home Health**

**Division:** Career Development  
**Application Deadline:** Position open until filled

**Position:** Full time  
**Classification:** Salaried Exempt  
**Time frame:** Permanent

Organization Overview:	Home Health Aide (HHA) Program Overview:
<p>Encuentro’s mission is to transform New Mexico into a thriving community for all of its residents. We do this by engaging with Latinx immigrant families in educational and career development opportunities that build skills for economic and social justice.</p> <p>Encuentro is committed to the belief that quality education should build both individual and community <b>knowledge</b>, and with that knowledge comes individual and community <b>power</b>.</p> <p>Encuentro’s collaborative model demonstrates that strategic community partnerships can expand and strengthen the safety net for immigrant families; furthermore, when programs are collectively offered in a culturally relevant, justice-oriented environment, they act as entry points into leadership development and community engagement opportunities, which build social capital and promote social and economic justice.</p>	<p>Demand for elder care services is on the rise as the Baby Boomer generation ages. While paid caregivers represent one of the fastest growing workforces in the country, there is a dearth of trained, culturally and linguistically competent providers nationally and more specifically, in the Albuquerque, New Mexico Metro area. Encuentro has designed an innovative education and training program that places the experiences and needs of Home Health Aides (HHAs) engaged in the workforce at the center of program development. The program prioritizes comprehensive training and promotes the leadership and economic opportunities of Latinx immigrant HHAs, creating an alternative to the low-wage, disempowered, and high-worker-turnover culture that characterizes the for-profit home health industry.</p>

**Position Overview**

Encuentro is looking for a **Program Director of Workforce Development and Home Health (HHA Director)**. The goal of this position is to lead the development and implementation of a long-term vision for the HHA program as it relates to educational training, economic opportunities and leadership development - the three pillars of the HHA program - and to connect this vision with Encuentro’s overall strategy for career development through entrepreneurship within the Latino immigrant community.

The HHA Director is directly responsible for overseeing the HHA program, its staff and all aspects of planning and implementation of the program. This position involves a mix of ongoing strategic program design and implementation, partnering with and supporting a vibrant team of full-time staff, and providing guidance to consultants and program partners. In carrying out the work, the Director will demonstrate passion for expanding and improving community-based alternatives for immigrant workers and for older adults needing care. Candidates will combine a passion for economic justice with a collaborative, results-oriented approach in managing a multi-faceted program and high-performing team. The HHA Director reports to the Executive Director and will join an existing Director team including the Education Director and the Development Director. These individuals collectively support leadership and organizational development resources.

The HHA Director is an at-will and exempt position. The salary range is \$70,000 – 75,000 per year with a competitive benefits package (medical, 401K, annual leave and generous holidays). Hybrid work options are available.



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### Primary responsibilities

- Provide leadership and innovation in the implementation of the HHA program and its three pillars of education, economic opportunities, and leadership development.
- Supervise and guide the professional development of a diverse and specialized team, promoting a culture of inclusivity, professional growth, and high performance.
- Cultivate a leadership pipeline that empowers HHA students and graduates to take on mentorship, peer support, and organizational leadership roles.
- Identify, develop and strengthen strategic partnerships with community stakeholders, funders, and policy makers to secure and expand program resources and impact.
- Serve on Encuentro management team; collaborate with leadership to support organization and programs success, alignment and continuous quality improvement.
- Work closely with Director of Education to ensure alignment in adult education principles and the education department guidelines across programs.
- Lead the strategic planning, evaluation, and the integration of technology in healthcare and education to enhance program impact.
- Strengthen performance, community visibility, and measurable outcomes of economic opportunities programs such as the EnCasa Care Connections matching registry by integrating a business lens into Encuentro's approach.
- Implement and improve program evaluation activities to ensure project goals are properly measured and evaluation results are reflected in program improvement.
- Develop and sustain resources, support services, and targeted educational opportunities that are responsive to HHA graduates' needs to become successful entrepreneurs in the home health services field.
- Contribute to the development of content for funding proposals and grant reports, and support the fundraising team to sustain positive relations with program funders, and identify new potential funders.
- Develop and manage the HHA program budget efficiently, ensuring sustainability and accountability to funders and partners.

### Qualifications

- Masters' degree in a related field (examples include but are not limited to: Public Health, Community and Regional Planning, Latin American Studies, Social Work, Business, or other Liberal Arts areas); or in place of a Master's degree, demonstration of comparable experience that is directly related to the qualifications specified.
- Minimum of three years of direct related professional experience.
- Demonstrated experience as it relates to working with the immigrant community in areas related to Community Economic Development, Women in Development, Adult Education, and/or Popular Education
- Experience with external partner collaboration-building
- Project planning, development, implementation and evaluation experience
- Project budget development and management experience
- Personnel management and supervisory experience
- Understanding of grassroots community economic development strategies, including entrepreneurial development, especially as it pertains to the challenges experienced by marginalized entrepreneurs of color who face additional barriers to success
- Bilingual and biliterate required (Priority languages: Spanish and English)

### Preferred Experience



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- Understanding of the broader “ecosystem” of senior care and the factors that contribute to problems or shortcomings;
- Business acumen;
- Nonprofit field-building experience in immigrant justice, justice in aging, and social change work;

### Personal Characteristics

- Personal alignment with Encuentro’s values in which attention to equity, particularly racial equity and immigrant justice, is centered;
- Energy to join an innovative, evolving and growing organization;
- Excitement for building the Home Health Aide program and Encuentro’s growing Career Development focus as a whole;
- Personal and/or professional experience resulting in deep understanding of the nonprofit sector and the social change context of the work;
- Comfort and facility in a leadership role which, among other things, will require problem-solving and creative solutions to counter mainstream approaches to senior care and community economic development;
- The ability to approach this work with joy, and with deep attention to, and consideration of all dimensions of intersectional racial equity.

#### To Apply:

Please send a cover letter in Spanish, and a current resume in English to [info@encuentronm.org](mailto:info@encuentronm.org) with the subject header “[Your Full Name] HHA Director Application”. Please visit our website for more information about our organization, services, and clients. [www.encuentronm.org](http://www.encuentronm.org)