



# Program Manager, Forsyth Families Strong

## Smart Start of Forsyth County

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| <b>Job Title</b>      | Program Manager, Forsyth Families Strong       |
| <b>Department</b>     | Strategic Impact and Innovation                |
| <b>Reports To</b>     | Director of Development & Community Engagement |
| <b>Direct Reports</b> | N/A  |
| <b>FLSA Status</b>    | Exempt, Full-Time                              |
| <b>Effective Date</b> | July 2026                                      |

### SMART START OF FORSYTH COUNTY OVERVIEW

Smart Start of Forsyth County (SSFC) was founded in 1994. For more than 30 years, Smart Start of Forsyth County has supported the infrastructure of Forsyth County’s early care and education system. Smart Start’s budget of over \$11 million includes funding from the federal government, the state of North Carolina, Forsyth County, the City of Winston-Salem, and private donations and grants. SSFC funds approximately 17 programs annually. Smart Start of Forsyth County (SSFC) has been a cornerstone of early childhood success, serving over 20,000 children and families annually. SSFC leads programs and partnerships that improve early education, strengthen families, and promote the health and well-being of young children. The organization works collaboratively with community partners to ensure every child enters school healthy and ready to learn.

### POSITION SUMMARY

The Program Manager, Forsyth Families Strong is an exempt, full-time position reporting to the Director of Development & Community Engagement. This position leads the day-to-day implementation of Forsyth Families Strong, a prevention-focused family support initiative funded by the North Carolina Department of Health and Human Services, Division of Social Services (SFY 2027–2030). The program is designed to strengthen protective factors, improve parenting practices, reduce child maltreatment risk, and connect families with concrete supports and community resources. The Program Manager oversees family recruitment and engagement, service coordination, implementation support, attendance and follow-up, and collaboration with internal staff and community partners. This position is central to ensuring high-quality, culturally responsive, trauma-informed services for families with children birth through age five across Forsyth County.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead day-to-day program operations, including family recruitment, intake, enrollment, scheduling, and follow-up across all cohort cycles.
- Coordinate and co-facilitate Incredible Years® and Triple P group sessions in partnership with SSFC MALE and FEL staff.
- Screen families for basic needs; connect participants to housing, food, transportation, behavioral health, and other resources; coordinate concrete supports per NCDHHS DSS requirements.
- Lead community outreach and recruitment in target zip codes; build and maintain relationships with childcare providers, NC Pre-K, Head Start, DSS, health providers, and faith communities.
- Maintain accurate attendance, case notes, referral, and concrete support records in compliance with NCDHHS DSS requirements.
- Collaborate with the Director of Research and Evaluation on data collection, entry, and quarterly reporting per PCANC and NCDHHS DSS requirements; monitor enrollment, engagement, and barriers to inform continuous improvement.



- Participate in PCANC consultation calls, fidelity monitoring, PASS groups, required training, and Incredible Years and Triple P certification activities.
- Support Parent Advisory Group meetings, parent co-facilitation, and participant feedback processes.
- Attend weekly supervision and cross-departmental quality improvement meetings; ensure program alignment with trauma-informed practice, protective factors, and the NC Prevention Framework.

### **ADDITIONAL QUALIFICATIONS**

- Knowledge of trauma-informed practice, protective factors, and strength-based family engagement.
- Familiarity with evidence-based parenting programs (Incredible Years, Triple P, or similar), DSS, early childhood systems, and community referral networks.
- Strong organizational, documentation, and data management skills; ability to manage multiple priorities and deadlines.
- Strong interpersonal and communication skills; ability to build trust with diverse families, partners, and internal teams and commitment to equity, inclusion, and family-centered practice.
- Proficient in Microsoft Office Suite and data entry/database systems; active participation in professional organizations.

### **ADDITIONAL DUTIES**

- Attend required meetings and trainings; adhere to all SSFC policies and procedures.
- Maintain and maximize use of organizational databases; conduct local travel to partner sites, outreach events, and required training.
- Support marketing of the NC Children’s Trust Fund and Kids First License Plates at program sites and community events.

### **EDUCATIONAL AND EXPERIENTIAL REQUIREMENTS**

- Bachelor’s degree in social work, human services, early childhood education, public health, family studies, psychology, nonprofit management, or a related field required; master’s degree preferred.
- Minimum of three (3) years of experience in program coordination, family support, parent education, case management, or community-based human services.
- Experience working with families with young children impacted by poverty, trauma, housing instability, domestic violence, or behavioral health challenges.
- Ability to work flexible hours, including some evenings and occasional weekends.
- Bilingual English/Spanish preferred.
- Valid North Carolina driver’s license.

### **PHYSICAL DEMANDS**

- Must be able to perform primarily sedentary work with periodic standing, walking, and light lifting as needed for group facilitation and outreach activities.
- Must possess the visual acuity to operate a computer terminal and to read extensively.
- Must be able to move around the office and program sites and access computers from all angles and positions.
- Must have reliable transportation and a valid driver’s license; ability to travel locally throughout Forsyth County.



### **OTHER DUTIES**



This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee. Duties, responsibilities, and activities may change at any time, with or without notice.

**I have read and understand the Program Manager, Forsyth Families Strong job description as described:**

|                                 |      |
|---------------------------------|------|
| Employee's Name (print or type) |      |
| Employee's Signature            | Date |
| Supervisor's Signature          | Date |

|   |                         |
|---|-------------------------|
| <b>Description Approved by:</b>   | <b>Date Approved:</b>   |
| Louis Finney, President/CEO  | 4/14/2026   4:28 PM EDT |
| <b>Reviewed by HR:</b>  | <b>Date Reviewed:</b>   |
|                              | 4/13/2026   3:28 PM EDT |

*Smart Start of Forsyth County ensures that employment decisions are based on qualifications, merit, and business needs. Smart Start of Forsyth County does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, veteran status, sexual orientation, gender identity, or any other protected status.*