OPENING DOORS FOR LA YOUTH

# Vice President, Programs & Impact

*Reports to the Chief Executive Officer | Playa del Rey, Los Angeles*

## About Lulu's Place

Lulu's Place is a new 34-acre youth development campus in Playa del Rey, Los Angeles, opening in mid-2027. Built on the belief that every young person deserves access to the people, programs, and opportunities needed to realize their full potential, Lulu's Place will provide academic enrichment, athletic programming, health and wellness services, and career and college readiness at little or no cost to children and families from all backgrounds.

Lulu's Place brings together world-class partners including Cedars-Sinai, the Los Angeles Chargers, Providence, TGR Foundation, USTA, and USTA Foundation, to create an integrated experience that helps young people across Los Angeles discover their potential, build the skills and confidence to thrive, and pursue meaningful futures.

## The Opportunity

Lulu's Place is seeking a Vice President, Programs & Impact to serve as the primary bridge between Lulu's Place and its strategic partners—building one cohesive, mission-driven program experience across the campus.

This is a rare opportunity to shape a new organization from the ground up. The VP, Programs & Impact will define what programs Lulu's Place delivers, how its partners work together, and how young people experience the campus as one unified place rather than a collection of separate organizations. This leader will have direct impact on thousands of children and families in Los Angeles and set a national standard for integrated place-based youth development.

## What You Will Do

### PROGRAM STRATEGY & PORTFOLIO DEVELOPMENT

- Develop and lead the campus-wide program strategy aligned with the Lulu's Place mission and desired community impact
- Define the full portfolio of programs for children, youth, students, and families
- Ensure programming reflects the needs of the communities Lulu's Place serves
- Create a clear roadmap from launch programming through future expansion

### STRATEGIC PARTNER INTEGRATION

- Define what each partner will deliver at Lulu's Place—audiences, staffing, schedules, capacity, and expected outcomes
- Coordinate programs across partners to prevent duplication and identify gaps

- Build opportunities for partners to collaborate
- Track commitments and ensure partners deliver against agreed expectations
- Serve as the primary program liaison between Lulu's Place and all partner organizations

### PROGRAM LAUNCH & OPERATIONAL READINESS

- Build the programming plan required for campus opening
- Translate partner commitments into operating requirements
- Develop program policies, procedures, and quality standards
- Identify launch risks and resolve gaps before opening

### IMPACT & MEASUREMENT

- Develop the Lulu's Place impact measurement framework
- Establish organization-wide KPIs and program outcomes
- Build systems for tracking participation, reach, engagement, and longer-term outcomes
- Partner with Development on impact data for donors, foundations, and grants

### COMMUNITY & SCHOOL ENGAGEMENT

- Build relationships with local school districts, educators, youth organizations, and community leaders
- Ensure Lulu's Place remains responsive to the communities it serves
- Develop pipelines connecting schools and community organizations with campus programs

### PROGRAM QUALITY & PARTICIPANT EXPERIENCE

- Establish program quality standards across the campus
- Create consistent expectations for participant experience regardless of which partner delivers the program
- Monitor program quality and partner performance

### BUDGET & RESOURCE MANAGEMENT

- Develop and manage the annual programming budget
- Evaluate program costs and identify opportunities for grant or sponsorship funding
- Help evaluate earned-revenue opportunities associated with programming

### TEAM LEADERSHIP

- Build and lead the Programs & Impact team as the organization grows
- Define future staffing needs and recruit program leadership
- Build a collaborative culture across Lulu's Place and partner teams

## Year One Priorities

1. Finalize the Lulu's Place program portfolio for launch
2. Document each partner's program commitments—audiences, staffing, schedules, capacity, and expected outcomes

3. Create the campus-wide programming calendar and utilization model
4. Develop the Lulu's Place Impact framework with measurable outcomes and KPIs
5. Establish partner operating and accountability processes
6. Build relationships with priority schools and communities
7. Identify programming gaps and recommend solutions before launch
8. Develop the initial Programs & Impact team structure and budget
9. Ensure program readiness for campus opening

## Who We're Looking For

### QUALIFICATIONS

- 10+ years of progressive leadership in youth development, education, sports, health, or community programming
- Experience managing complex strategic partnerships and holding senior partner organizations accountable
- Demonstrated ability to take programs from concept through implementation
- Experience developing impact frameworks, KPIs, and measurement systems
- Strong operational and project-management capabilities
- Experience managing budgets and building teams
- Ability to work with senior executives, nonprofit partners, schools, funders, and boards
- Bachelor's degree required; advanced degree preferred

### LEADERSHIP PROFILE

- Thinks strategically and executes with discipline
- Can bring structure to ambiguity and create order at scale
- Builds trust with powerful partners while holding them to commitments
- Uses data without losing sight of the human outcomes
- Can build something that doesn't yet exist
- Understands that young people should experience Lulu's Place as one cohesive campus

## Compensation

Lulu's Place offers competitive compensation aligned with the Los Angeles nonprofit market, commensurate with experience, qualifications, and the scope of responsibilities. Salary information is available upon request.

Lulu's Place also offers a competitive benefits package, with details provided to candidates advancing to the final stages of the hiring process.

## How to Apply

Interested candidates are invited to submit a resume and brief cover letter outlining their interest in the position to **careers@lulusplace.org**. Please include the position title in the subject line.