



Job Description

Job Title	<i>Program Manager – Financial Empowerment Center</i>
Department	<i>Center for Financial Inclusion</i>
Reports to	<i>Director of the Center for Financial Inclusion</i>
Location	<i>Washington, DC</i>
Position Type	<i>Regular, Full-time</i>
Exemption Status	<i>Exempt</i>
EEO Classification	<i>0420</i>
Date	<i>April 2025</i>
Salary	<i>\$80,000-\$85,000</i>

General Summary

The Greater Washington Urban League (GWUL) is a leading Black civil rights non-profit organization dedicated to advancing racial and economic justice. We empower historically marginalized Black communities through advocacy, education, and direct services. Our Economic Empowerment team addresses the racial wealth gap by providing financial education, workforce development, and innovative interventions tailored to the lived experiences of Black individuals and families.

GWUL's Center for Financial Inclusion (CFI), is committed to uplifting Black and other systemically disenfranchised communities in the DC Metro Area with the knowledge, tools, and strategies to break through financial barriers and create generational wealth. The CFI is dedicated to addressing the root causes of financial inequities with cultural competence and without judgment. Our mission is to help participants take control of their financial futures and envision a community where wealth-building opportunities are accessible to all. By equipping individuals with the skills to seize opportunities, we're working toward a prosperous future for generations to come.

As the Program Manager of our Financial Empowerment Center, you'll be at the forefront of a movement to close the racial wealth gap and support Black individuals and families in achieving economic healing and liberation. We are seeking a leader who understands that **financial wellness is not just about numbers—it's about trauma, trust, and transformation**. You will play a pivotal leadership role in designing, expanding, and sustaining services that promote financial stability, career advancement, and economic justice for Black communities and other historically marginalized groups. This role will work closely with community partners, staff, and other stakeholders to provide education, resources, and advocacy around personal finance, asset-building, and wealth creation. We're looking for someone who's strategic, compassionate, innovative, community-centered, and driven to build something impactful.

Essential Duties and Responsibilities

According to the ADA 1990, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. These responsibilities include but are not limited to the following:



Job Description

Program Strategy, Design, and Expansion

- Lead the expansion and delivery of holistic financial empowerment and workforce development programming that honors the emotional and psychological dimensions of money.
- Create and refine culturally responsive workshops and curricula on money psychology, financial education, credit, debt, savings, homeownership, and generational wealth—grounded in a trauma-informed, therapeutic approach.
- Champion the scaling of services to reach more individuals and families through new delivery models, digital access, and community-based expansion.
- Ensure all programs are culturally affirming and responsive to the lived experiences of low-income individuals, Black communities, immigrants, and other systemically excluded populations.
- Work in partnership with the Center Director and Director of Career Advancement to implement workforce development programming

Team Leadership and Staff Development

- Supervise and mentor a passionate team of program staff and volunteers, creating an environment rooted in collaboration, respect, and accountability
- Provide coaching and training to ensure your team is equipped with the latest tools and best practices in financial education and wellness.
- Encourage creativity, leadership development, and self-care among your team while holding space for ongoing learning and personal growth.
- Build and maintain relationships with key partners and external consultants to expand the program's reach and sustainability.

Community Engagement and Partnership Building

- Act as a bridge between the Center and the community—building deep, trust-based relationships with local organizations, financial institutions, funders, and community partners.
- Cultivate strategic partnerships that amplify our reach, strengthen our offerings, and create new opportunities for the people we serve.
- Serve as a trusted voice at events, workshops, and roundtables focused on financial equity and workforce development.
- Represent the Center at community events and convenings, speaking to the emotional and systemic challenges tied to financial insecurity.

Client-Centered Impact, Evaluation, and Adaptation

- Implement systems that track both financial outcomes and personal growth—celebrating milestones like reduced debt, increased savings, improved credit, and enhanced financial confidence.
- Regularly assess client feedback to refine programming and ensure services are relevant, respectful, and relationship based.
- Prepare impact reports that highlight both data and stories—demonstrating the power of financial empowerment as a path to emotional and economic freedom.

Grants Management & Fundraising

- Collaborate with the Center Director and development team on grant writing, reporting, and donor engagement to ensure sustained and diversified funding.



Job Description

- Manage program budgets, monitor expenses, and ensure compliance with funder requirements and organizational financial policies.

Values-Driven and Healing-Centered Leadership

- Model a servant leadership approach rooted in empathy, equity, and human dignity.
- Promote a safe, affirming, and nonjudgmental environment where clients can confront shame, build trust, and reclaim control over their financial lives.
- Infuse therapeutic principles—like active listening, self-determination, and emotional regulation—into every aspect of service delivery.
- Lead by example in creating space for reflection, joy, and collective healing as part of the journey toward financial wellness.

Qualifications

- Bachelor's degree or equivalent (in a business, social work, public administration, or human service field) is required; advanced degree preferred;
- 5+ years of experience in program management, financial literacy, community outreach, or a related field, with at least 2 years in a leadership role.
- Strong understanding of financial empowerment concepts and programs, including credit, debt management, budgeting, savings, and wealth building.
- Proven ability to build and maintain relationships with community organizations, financial institutions, and other stakeholders.
- Certification in financial social work, financial therapy, financial coaching, or credit counseling (such as AFC®, FFC®, CFP, or similar) is highly preferred.
- Working knowledge of the Federal Reserve Bank of Atlanta's Career Ladder Identifier and Financial Forecaster (CLIFF) Tool is preferred
- Excellent interpersonal and coaching skills, with the ability to connect with and motivate clients and staff from diverse backgrounds.
- Experience working with low- to no-income individuals, understanding the specific challenges they face in achieving financial wellness and stability.
- Ability to facilitate financial education workshops and lead group and individual coaching sessions.
- Strong proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Apricot, and other relevant software.
- Must be authorized to work in the U.S. permanently;
- Must complete a criminal background investigation;
- Strong verbal and written communication skills; leadership and team-building skills are a must.
- Must be detail-oriented and possess organization and critical thinking skills

Working Conditions

The employee will be working in a normal office setting to include a possible hybrid schedule.

Physical Requirements

While performing the duties of this opportunity, the employee will frequently sit, stand, walk, and reach. May need to lift files or packages periodically.



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Other Duties

This job description is intended to describe the general nature and work performed by employees but is not a complete list of activities, duties, or responsibilities required of personnel. Furthermore, other duties, responsibilities, and activities may change or be assigned at the discretion of the employer.

Direct Reports

Financial Empowerment Center staff includes approximately two (2) full-time employees.

Signature

The employee signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the position.

Employee Name: _____

Employee
Signature: _____

Date: _____

Approved By:	
Date Approved:	
Reviewed:	