



Latin American
Association

JOB DESCRIPTION

JOB TITLE: Adult Education Director	LOCATION: Atlanta, GA
REPORTS TO: VP, Economic Empowerment	DEPARTMENT: Economic Empowerment
STATUS: Full-Time /Exempt	REVISED: 04/2026

About the Latin American Association

The mission of the Latin American Association (LAA) is to empower our community to adapt, integrate, and thrive. Our vision is 'Opportunity for all.'

The Latin American Association works to lower the barriers to economic mobility and prosperity that Latino immigrants face as they adapt and integrate into life in the United States. No other organization in Georgia serving Latinos has the geographic reach, breadth of services, expertise, and longevity that the LAA has.

Founded in 1972 to serve Atlanta's then-emerging Latino population, the LAA has grown to become the region's leading agency representing Latino issues. The LAA invests in individuals' and families' abilities to pursue education, employment, and other opportunities that lead to improved economic stability and quality of life. Our 53-year history and community-based mission render the organization truly unique in its work and capabilities. The LAA stands as the oldest, most trusted, and only fully bilingual organization in the region focused exclusively on the needs and concerns of the Latino community.

Serving nearly 44,000 individuals each year, the LAA offers Atlanta area Latinos an extensive range of evidence-based services, programs, and support to help them fully and successfully integrate into the community. Our core programs include: Family Well Being, Economic Empowerment, Immigration Legal Services, Youth Education and Adult Language Services.

Position Summary:

The Director of Adult Education provides strategic leadership and oversight of the organization's adult education portfolio, including ESL, Spanish language instruction, and workforce-focused programming. As a key member of the Economic Empowerment leadership team, this role is responsible for setting vision, driving program growth, ensuring high-quality instruction, and advancing student success outcomes. The Director leads program innovation, manages a growing team, and builds partnerships that expand impact and sustainability.

Strategic Leadership & Organizational Impact

- Serve as a member of the Economic Empowerment leadership team, contributing to departmental and organizational strategy.
- Develop and lead a multi-year vision and growth strategy for adult education programs aligned with organizational priorities.
- Use data and community insights to inform decision-making, program design, and continuous improvement.
- Collaborate cross-functionally to integrate adult education with workforce development and other organizational initiatives.

Program Oversight & Excellence

- Provide high-level oversight of all adult education programs across in-person and virtual formats.
- Ensure consistent program quality, strong student outcomes, and alignment with best practices in adult learning.
- Establish and monitor key performance indicators (KPIs) including enrollment, retention, completion, and advancement outcomes.
- Oversee program implementation while delegating day-to-day operations as appropriate.

Team Leadership & Development

- Build, lead, and develop a high-performing team, including program staff and instructors.
- Establish clear goals, performance expectations, and professional development pathways.
- Foster a culture of accountability, collaboration, and continuous improvement.

Financial Management & Revenue Strategy

- Develop and manage the adult education budget, with accountability for both expenses and revenue.
- Partner with leadership to support fundraising efforts, including grants, corporate partnerships, and earned revenue opportunities.
- Identify and implement strategies to increase program sustainability and scale.

Partnerships & External Relations

- Cultivate and manage strategic partnerships with community organizations, employers, and stakeholders.
- Represent the organization in external forums, coalitions, and community events.
- Identify opportunities to expand program reach, including new sites, populations, or program models.

Student Experience & Community Engagement

- Champion a high-quality, inclusive student experience that supports persistence and success.
- Oversee engagement strategies, including events and initiatives that promote community building and language practice.

Curriculum & Instructional Leadership

- Provide strategic oversight of curriculum development and instructional practices.
- Ensure curriculum aligns with industry trends, learner needs, and evidence-based methodologies.
- Support innovation in program offerings, including vocational ESL and employer-aligned training.

Qualifications:

- **Bilingual fluency in English and Spanish - required**
- Master's degree preferred
- Significant experience in adult education, including program leadership
- Demonstrated success in strategic planning, program growth, and team leadership
- Experience managing budgets and contributing to revenue generation or fundraising efforts
- Strong analytical, organizational, and communication skills
- Proficiency in Microsoft Office, Zoom, and data management systems (e.g., JotForm)
- Deep understanding of and commitment to serving the Latino community

Disclaimer

This job description is not intended to be all-inclusive. The incumbent may be required to perform other related duties as assigned by their supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

If you are interested in joining our team, please submit your cover letter and résumé to Human Resources at jfernandez@thelaa.org. To learn more about the LAA, visit us at: www.thelaa.org

Nothing in this document should be interpreted as limiting or restricting the company from making such changes in job assignments or job responsibilities, as it may deem necessary. The company reserves the right to amend or modify the contents of this document at any time. Nothing in this document shall be construed as an offer, contract, or guarantee of employment or work assignment.