



Latin American
Association

JOB DESCRIPTION

JOB TITLE: Training Program Manager	LOCATION: Atlanta, GA
REPORTS TO: Director, Workforce Development	DEPARTMENT: Workforce Development
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 Training Program Manager is responsible for the design, implementation, and continuous improvement of job training programs that reskill and upskill Latino and multicultural communities, supporting participants in securing meaningful, sustainable careers.

This role is central to ensuring participants gain the skills, knowledge, and support needed to succeed in the workforce. The Manager oversees all aspects of program planning and execution, including outreach, participant assessment, curriculum development, career coaching, employer engagement, and job placement support.

Additionally, this role is responsible for program performance tracking, data management, and building strategic partnerships with employers and training providers to ensure alignment with labor market needs. Success in this position requires strong project management, communication, and organizational skills, a deep understanding of workforce development, and a demonstrated commitment to diversity, equity, inclusion, and community empowerment.

Essential Duties and Responsibilities:

Program Design and Management

- Design, develop, and implement strategic training programs that support credentialing, workforce readiness, and employment outcomes.
- Manage programs using a project management approach, including planning, curriculum design, implementation, evaluation, reporting, and continuous improvement.
- Ensure programs are aligned with organizational goals and current labor market demands.

Training Needs Analysis

- Conduct training needs assessments to identify skill gaps across industries and employer partners.
- Collaborate with the Workforce Development Manager and Employment Corporate Relationship Manager to ensure accurate analysis and alignment with workforce needs.

Program Planning and Delivery

- Oversee all phases of program delivery, including outreach, information sessions, participant selection, training facilitation, and job placement support.
- Design and refine curricula, training materials, assessments, and job aids.
- Manage instructors, contractors, and facilitators to ensure high-quality instruction and delivery.
- Adjust program content and delivery based on participant feedback and industry trends.

Outreach and Participant Engagement

- Develop and implement strategies to recruit and engage job seekers.
- Conduct community outreach and promote programs through partnerships and marketing initiatives.
- Build and maintain relationships with prospective participants to support enrollment and retention.

Partnership Development

- Identify, develop, and maintain relationships with employers, training providers, and workforce stakeholders.
- Establish partnerships and formal agreements to expand career pathways for participants.
- Collaborate with partners to align training programs with employer needs and create employment opportunities.
- Stay informed on labor market trends and emerging workforce needs.

Career Coaching and Job Placement Support

- Provide individualized career coaching, including resume development, interview preparation, and job search strategies.
- Monitor participant progress and provide ongoing support to improve employability and job readiness.
- Facilitate connections between participants and employers to support successful job placement.

Data Management, Reporting, and Evaluation

- Maintain accurate and up-to-date records of participants, training outcomes, and job placements.
- Develop and manage program databases and tracking systems.
- Monitor and report on key performance indicators (KPIs) and program outcomes.
- Conduct participant follow-ups at 30, 60, and 90 days, and up to 12 months post-placement, to assess long-term success.
- Identify trends and recommend program improvements based on data analysis.

Compliance and Collaboration

- Ensure compliance with organizational policies, funding requirements, and applicable regulations.
- Participate in internal meetings and contribute to program planning and improvement discussions.
- Support additional workforce development initiatives as needed.

Qualifications:

- **Bilingual fluency in English and Spanish - required**
- Bachelor's degree in education, counseling, social work, workforce development, or a related field preferred
- Strong understanding of workforce development programs, labor market trends, and industry needs
- Experience in program or project management, preferably in nonprofit or community-based settings
- Excellent communication, organizational, and interpersonal skills
- Ability to assess participant needs, provide coaching, and motivate diverse populations
- Strong data management skills, including tracking outcomes and using reporting tools or databases
- Collaborative mindset with the ability to build and sustain partnerships with employers and community organizations
- Commitment to diversity, equity, inclusion, and community empowerment
- Detail-oriented, empathetic, and adaptable in working with multicultural populations

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

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