



Latin American
Association

JOB DESCRIPTION

JOB TITLE: Women Entrepreneurship Program Manager	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 Latin American Association (LAA) is seeking a dynamic and strategic Program Manager to lead our Women's Entrepreneurship Program. This role is ideal for a results-driven professional passionate about economic mobility, small business development, and advancing opportunities for women in underserved communities.

The Women's Entrepreneurship Program Manager will own the strategy, execution, and growth of a high-impact program that equips women entrepreneurs with the tools, training, and resources needed to launch and grow successful businesses. From managing day-to-day operations to building partnerships and driving measurable outcomes, you'll play a key leadership role in expanding economic opportunity across our communities.

Key Responsibilities:

- **Lead & Grow the Program:** Manage all aspects of the Women's Entrepreneurship Program, including planning, implementation, and continuous improvement.
- **Drive Impact:** Set goals, track outcomes, and use data to refine programming and demonstrate success.

- **Oversee Operations:** Ensure high-quality program delivery across multiple locations, including Atlanta and Dalton.
- **Design Training Experiences:** Develop and enhance culturally relevant business and workforce training programs.
- **Build Partnerships:** Collaborate with community organizations, financial institutions, and stakeholders to expand resources and opportunities for participants.
- **Expand Reach:** Partner with marketing to recruit participants and increase program visibility.
- **Lead Signature Events:** Plan and execute key events, including the annual Women's Entrepreneurship Conference.
- **Secure Resources:** Identify funding opportunities and support grant development to sustain and grow the program.

Qualifications:

- ***Fluency in English AND Spanish REQUIRED***
- Bachelor's degree in Business, Economic Development, or a related field
- 3–5+ years of program or project management experience, preferably in a nonprofit or community-based setting
- Experience in entrepreneurship, small business development, or workforce programs
- Strong leadership, organizational, and project management skills
- Ability to analyze data and translate insights into action
- Experience building partnerships and engaging diverse stakeholders
- Excellent communication and presentation skills
- Passion for serving Latino and immigrant communities

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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