

STORYBOOK — FARM —

Job Title: Program Manager

Company Overview

Founded in 2002, Storybook Farm is a 501(c)(3) nonprofit organization. Its mission is to help children have exceptional childhoods so they can build bright futures and lead exceptional lives. We serve children experiencing adversity, trauma, illness, or developmental challenges through animal and nature-based learning environments that strengthen academic skills and social development. Storybook Farm is the only organization of its kind in a 500-mile area.

Each year, more than 4,500 children from twelve counties across Alabama and Georgia take part in Storybook's programs—completely free to their families. These experiences are made possible by a vibrant volunteer community of 1,200 Auburn University students who help bring the farm to life.

We work hard, have fun, and approach our work with humility, creativity, and gratitude.

Job Summary

The Program Manager leads the visioning, planning, implementation, and evaluation of Storybook Farm's educational programming, with a particular emphasis on literacy enhancement and engagement. This role oversees key initiatives including **Booked for the Day**, Storybook Farm's experiential field trip program, and **Storybook Tails**, the canine-assisted reading program. The Program Manager ensures that Storybook Farm's programs remain innovative, impactful, aligned with the organization's mission, and responsive to societal needs and educational standards.

Key Responsibilities

Literacy Program Development & Implementation

- Develop and execute lesson plans, learning objectives, and program evaluation for Storybook Tails, Storybook Farm's canine-assisted reading program, and Booked for the Day, a learning program serving schools, nonprofits, and community organizations.
- Lead the Storybook Farm Book Club initiative, including annual distribution of approximately 2,500 books and engagement strategies that encourage reading and learning.

Library System Development & Management

- Develop and manage Storybook Farm's internal library collection with systems for tracking and managing book inventory and educational materials.
- Work in tandem with Storybook Farm's Development team to identify potential donors, partnerships, and grant opportunities.
- Explore ways to extend Storybook Farm's literacy resources to the broader community.

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Program Evaluation & Data Tracking

- Develop systems to evaluate literacy programming and measure outcomes.
- Track participant engagement and indicators of program success.
- Prepare evaluation summaries for internal planning, grant reporting, and donor communications.

Research & Literacy Trends Monitoring

- Monitor literacy data and educational trends across Alabama and Georgia.
- Conduct research to identify literacy needs within the communities served by Storybook Farm.
- Maintain data that informs program development.
- Integrate evidence-based literacy strategies into programming.

Volunteer Coordination & Training

- Collaborate with the Director of Programming to recruit, train, and support volunteers.
- Assist in evaluating volunteer engagement and effectiveness.
- Assist with updates to the Storybook Farm Volunteer Manual annually.

Program Standards & Quality Assurance

- Help establish program standards and best practices.
- Develop success metrics and procedures to assess program effectiveness.
- Conduct periodic program reviews to ensure quality, consistency, and continuous improvement.

Stewardship & Development Support

- Collaborate with the Executive Director and Director of Development on grant proposals and fundraising materials.
- Act as a spokesperson, assist with volunteer engagement initiatives, and support fundraising events and campaigns.

This Role Is a Great Fit for Someone Who

- Loves children's literature and understands the importance of literacy.
- Enjoys working directly with kids and volunteers in an active environment.
- Is motivated by seeing first-hand the impact literacy has on an individual and community.
- Is energized by planning creative programs and bringing ideas to life.
- Is organized to manage logistics while remaining flexible and adaptable.

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Work Environment

- Active, hands-on environment with children, animals, and volunteers.
- Frequent outdoor programming across Storybook Farm's campus.
- Fast-paced nonprofit environment with seasonal programs and events.
- Collaborative team culture focused on creativity, learning, and impact.

Requirements & Qualifications

Education

Bachelor's degree in Education, Literacy, Child Development, Nonprofit Management, or related field preferred; Master's Degree preferred.

Experience

Experience in youth programming, education, literacy initiatives, or nonprofit program management along with designing curriculum, lesson plans, and educational activities.

Application Review Date Begins March 31, 2026 and will continue until a candidate has been identified.

Hours: Full-time, year-round. Occasional evening and weekend work.

Benefits: Health insurance, paid vacation, holidays, personal days, and 401(k) retirement plan.

Title: Program Manager.

Reports to: Executive Director.

Supervises: Volunteers, Interns, Practicum and Service Learning Students

Annual Salary: \$60,000

Performance Reviews: Initial reviews will be conducted at 30 and 90 days, followed by annual reviews.

Disclaimer: This job description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties of the person filling this role might differ from those outlined in the job description.