



PROGRAM LEADER ROLE:

The Company Program Leader's role is to *ensure the* effective planning, management, and review of the Brand Leadership Institute program from kick-off to graduation.

The program leader also serves as the communication liaison between executive leadership, participants (members), managers and program Alumni.

PROGRAM LEADER RESPONSIBILITIES:

- Attends program leader orientation with VS Program Director
- Works with Velvet Suite to execute the annual program timeline, schedules in advance the open house, orientation, and graduation
- Coordinates the internal invitation lists to open house, orientation, and graduation (participants, managers, executive sponsor, DE&I leaders, HR champions, alumni, other internal stakeholders)
- Confirms the final selection of participants
- Identifies the cohort leader
- Create and communicate member Accountability Partner Pairings
- Meets with the Director of Programs regularly
- Follow-ups with participants questions/concerns
- Reviews biweekly progress report of participants

- Ensures the executive champion sends important accountability communications and words of encouragement to members and managers at the beginning, middle and end of the program
- Works with internal comms to coordinate opportunities to elevate member and program visibility via company Intranet and social media,
- Liaison with alumni and supports matching them with cohorts for support of current class
- Provides follow-up and feedback to track progress/promotion and any changes on the manager and member side.
- Helps facilitate the Leadership and Learning Journey capstone presentations for members and executive leadership