Job Description: Executive Director

Read to Them® is a Richmond-based nonprofit organization promoting a culture of family literacy through community engagement in local public schools and school districts throughout the U.S. and Canada. Read to Them® educates families and schools on the benefits and importance of reading aloud at home and at school. Read to Them’s “One School, One Book®” and “One District, One Book®” programs encourage and enable reading together at home and in school by providing schools and school districts with books, guides, resources and support. Such programs promote unity and cultivate connectedness through the power of diverse groups of families enjoying the shared experience of reading the same story as a community.

The Executive Director will lead Read to Them® in pursuing its Mission by strategically managing its programs, personnel, financial resources and relationships with schools and school systems. The ED reports directly to the Board of Directors through the Board President. Direct reports to the ED include: Creative Director; Lead Program Coordinator; Director of Development; and Business & Finance Manager.

Key Responsibilities

1) **Strategic Management** – Take responsibility for Read to Them’s long-term success; establish annual priorities and report measurable outcomes to the Board; and ensure that programs, human, financial and other resources are aligned to ensure Read to Them’s long-term success.

2) **Financial Management** – Ensure the financial stability of Read to Them® by aligning its business model to its mission; provide for effective management of all financial operations, including cash flow projections, oversight of payroll, and management of bank accounts; with the Treasurer and Finance Committee, prepare a balanced annual budget and report monthly variances to the Board; provide for the creation and maintenance of an operating reserve; and, working with outside accountants, prepare documentation for production of 990s and an annual audit, review or compilation.

3) **Fund Development** – Create an annual Fund Development Plan with targets for specific fundraising categories designed to meet or exceed the organization’s budgeted revenues; cultivate relationships and actively engage donors to achieve Read to Them’s annual fundraising goals; and provide training for Board Members to engage them in actively supporting Read to Them’s fundraising efforts.
4) **Community Engagement** - Serve as the primary “face and voice” for Read to Them®; maintain mutually beneficial relationships with the leaders of public school systems locally and nationally; maintain strategic partnerships with public officials, educational publishers and other vendors, centers of influence both in Virginia and nationally; and promote Read to Them’s mission and programs by speaking at regional and national education conferences.

5) **Organizational & Program Leadership** – Establish an organizational structure with clearly defined job descriptions and workflow to ensure clear assignment of responsibilities and measurements of performance; promote teamwork while empowering Read to Them’s senior leaders to conduct daily operations; through senior staff, direct the delivery of each of Read to Them’s school-based programs; and use appropriate metrics to report measurable outcomes for each of those programs.

6) **Board Relations** – Facilitate effective governance by scheduling and reporting at regularly scheduled meetings of the Board and standing committees; coordinate an annual Board retreat to review annual performance and to establish priorities for the coming year; assist in the recruitment and orientation of new Board members; and provide for an annual review of the ED’s performance.

**Qualifications**

- Undergraduate Degree in non-profit management, education, public administration, business administration or related discipline; Master’s Degree a plus
- Minimum of 7 years of management experience, preferably including senior management positions in nonprofit organizations with a focus on education

**Required Capabilities**

1) **Mission and Culture** – Commitment to Read to Them’s mission; embracing the programs Read to Them® offers schools and school systems locally, statewide and nationally

2) **Leadership** – Experience in working with governing boards; demonstrated ability to encourage and develop leaders and staff; hands-on experience in attracting, hiring and professionally developing talented staff

3) **Discernment and Influence** – Experience in strategically managing organizational priorities; skilled in analytically assessing situations and influencing the outcomes; a history of building support for and successfully executing strategic priorities

4) **Effective Communicator & Fundraiser** – Demonstrated ability to establish and maintain relationships with individuals and organizations capable of providing financial support; outstanding communicator able to communicate effectively, both orally and in writing

5) **Community Engagement** – Demonstrated ability to collaborate with diverse leaders and organizations to deliver programs, goods and/or services to schools and parents