

## FORWORDS LITERACY LAB EXECUTIVE DIRECTOR POSITION Announcement and Job Description

June 17, 2021

### EXECUTIVE DIRECTOR POSITION

ForWords Literacy Lab is a nonprofit literacy development organization located in San Rafael, California. Its mission is to ensure equitable access to education for students who face significant language, cultural and economic barriers. It seeks a visionary, mission-driven professional to lead the organization.

#### About ForWords Programs

In keeping with its mission, ForWords provides in-school, after-school, Saturday, and summer programs for middle and high school students. Each program, while unique, entails a common thread of inspiring and nurturing first generation and underserved youth while helping them build their literacy skills in writing, speaking, critical thinking, technology, and the arts. Please visit our website to learn more: [forwords.org](http://forwords.org)

### POSITION AND APPLICATION OVERVIEW

This is a .75 FTE position requiring full availability throughout the year. Included are medical coverage and paid time off available in alignment with the San Rafael City School District calendar of non-school days.

This is an in-person, hands-on position. Candidates seeking a remote role should not apply.

**Reports to:** Board of Directors

**Salary:** \$60,000-\$75,000. Will be based on experience and demonstrated success as a nonprofit leader.

**Directly Supervises:** Director of Youth Education; administrative staff; and contracted consultants.

#### How to Apply:

- Include a cover letter; resume; and the names and contact information for three references.
- Email the above to Search Committee Chair Gail van Adelsberg at [gvandelsberg@gmail.com](mailto:gvandelsberg@gmail.com)
- Deadline for applications is Friday, July 23, 2021.

### POSITION SUMMARY

- During the first year, the new Executive Director must make successful transitions to new ForWords leadership, various methodologies of learning, and new public-school protocols.
- At the direction of the Board of Directors, the ED is responsible for the development and oversight of all executive functions entailed in maintaining and growing this literacy development organization; she or he must ensure legal and ethical integrity, maintain accountability and transparency, and operate with the highest nonprofit standards and best practices.
- The ED must have strong management skills and demonstrated success in program development and education; a passion for the mission of ForWords; cultural awareness and sensitivity when working with staff, students, parents, schools, and various communities.

## **POSITION RESPONSIBILITIES**

### **Organization Leadership and Management**

- Provide visionary executive leadership in developing program and financial plans that support and guide ForWords' mission.
- Serve as ex-officio member of the Board of Directors and all board committees with vote; attend all meetings of the board and its committees; prepare and present reports for Board and Executive/Finance Committee and other committees as needed.
- Maintain a work environment that attracts and motivates a diverse and high-quality staff; have a commitment to staff development; conduct annual appraisals.

### **Strategic Vision, Planning, and Implementation**

- Work in tandem with the Board of Directors to develop an annual strategic plan to support FWLL programs. Drive its implementation by helping to establish short and long-term goals and work plans in collaboration with the staff and educational partners.
- Is responsible for organizing board retreats and other planning activities.
- Apply innovative thinking and performance measurements to support strategic decision-making.

### **Program Oversight and Development**

- Is the lead communicator with the organization's educational program constituencies: schools, volunteer groups, community organizations, arts organizations, public agencies, government agencies, funding agencies, and the general public.
- Lead the design and development of all programs and their curriculum to achieve academic success.
- Oversee the day-to-day management of the education program; supervise all teaching staff and education consultants.
- Develop and conduct an annual evaluation system specific to the core literacies of FWLL programs to assess program effectiveness and provide metrics to funders.
- Establish new educational collaborations and partnerships, and maintain and strengthen existing ones.

### **Fund Development and Financial Management**

- Oversee the development program working with the board to achieve fundraising goals for individual donor campaigns, appeals, and fundraising activities; identify and secure new funding sources.
- Be responsible for the grants funding program including the timely submission of grant proposals and progress reports.
- Actively engage in fiscal management through hands-on budgetary development and oversight; routinely report performance and financial activities to the board; comply with federal, state and local tax requirements.
- Maintain the integrity of the donor database to generate donor acknowledgements and to track and report on fund development efforts.

### **Marketing and Communications**

- Serve as a chief spokesperson, communicating with educators, media, donors, government agencies, community leaders, and collaborative agencies.
- Establish key messaging for the organization, its programs, and activities.
- Ensure the promotion of ForWords through all media, organizational partners, website, email lists, and mailings. Improve organization branding; ensure that the organization's website is current, accessible, and engaging.

## POSITION MINIMUM QUALIFICATIONS

The ideal candidate for this ED position embraces respectful and nurturing leadership as well as a thoughtful and collaborative approach to strategic planning, leadership, and day-to-day management. The candidate would bring to ForWords:

- A ForWords ambassador with a passion and commitment to the ForWords mission of teaching students the skills necessary to become confident, productive, and engaged citizens in our democracy.
- Proven management success in a leadership role in a nonprofit organization.
- A proven track record of designing and directing strategies that enhance and support organizational capacity, fundraising growth, and program impact.
- Proven abilities in fiscal management and working with a board to secure budget approvals; experience managing an annual budget of over \$300,000.
- A persuasive communicator with strong written and verbal communications skills and ability to successfully interact with media, staff, other educators, parents of students, and the community.
- Demonstrated ability to work with commonly used office technology, donor databases, and other financial software.
- An understanding of the diversity of the Bay Area, particularly of underserved, first generation students, and immigrant communities; demonstrated knowledge, experience, and commitment to closing the educational equity gap for these students.
- Familiarity with California public education and fluency in Spanish would be a plus.
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## FROM A FORWORDS STUDENT

***Elder V.***

***San Rafael High School***

*"ForWords helps us to understand our new life and world.  
I want to say to all of you, please keep helping teenagers."*

**FORWORDS LITERACY LAB** 

361 Third Street, Suite I • San Rafael, CA 94901

Founded in 2007 In Memory of Catie Siegel

**forwords.org**

ForWords Literacy Lab is a 501(c)(3) Nonprofit Organization: ID 46-3333037

ForWords is an Equal Opportunity Employer that encourages diversity and equity in all facets of the organization's work. All applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status, or any other protected class.