



Founded in 1989, Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. Reach Out and Read's tens of thousands of trained pediatric providers use books as a diagnostic tool during regular check-ups and teach parents how to engage their child with a book to promote positive parent-child interactions during the rapid brain growth between birth and age five. Reach Out and Read focuses specifically on reaching families whose communities have fewer resources and support and those who may be impacted by circumstances that adversely impact children's development.

The daily practice of reading aloud with a parent supports children's literacy and math skill development, their social-emotional development, and prepares them for future success in school. Through its national network of providers, Reach Out and Read is helping to set 4.5 million children a year on a path to a bright future, from birth.

Reach Out and Read is the only national early literacy intervention delivered through pediatric care providers. The program has been the subject of 21 independent studies, the largest body of scientific research for any psychosocial intervention in pediatrics. Research shows that children served by Reach Out and Read are read to more often, enjoy sharing books more, and have better expressive and receptive language skills.

The Opportunity

Reporting to the national Chief Operating Officer (and collaborating closely with the Development and Programs Operations Teams, and Bay Area Strategic Consultant), the Executive Director has a unique opportunity to help shape the future direction of Reach Out and Read in the Bay Area. Reach Out and Read has operated in the Bay Area (encompassing Alameda, Contra Costa, Marin, Monterey, Napa, San Francisco, San Benito, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma counties) since 1996, with the Children's Health Center at San Francisco General Hospital as the flagship site. Through grassroots growth, strong residency programs based in the Bay Area, and providers throughout the region serving as champions in their clinics, Reach Out and Read Bay Area serves families at over 161 clinical locations in the region. These sites range from small community clinics to large Health Systems and serve a diverse population, primarily targeted at serving children and families in high-need areas.

In alignment with the strategic direction of Reach Out and Read, the Reach Out and Read National Center has prioritized the development of an affiliate in the Bay Area to ensure the ongoing sustainability and high-quality implementation of the ROR model toward a goal of reliable and measurable impact of the program across the region with its many participating clinics. Experience throughout our network of 30 Reach Out and Read affiliates has demonstrated that strong local staffing and infrastructure are required to have a maximum impact on the children and families served. Effective staffing includes a strong founding strategic presence, and eventually a full-time Executive Director responsible for fundraising, program sustainability, and growth; a part-time Medical Director to liaise with the pediatric provider community; and a Program Director and Program Specialists to ensure continued engagement of healthcare providers for our intervention.

Reach Out and Read is excited to bring on board an Executive Director to help kickstart this next phase of growth and infrastructure in the Bay Area of California. This is an exciting opportunity for a seasoned, entrepreneurial professional with deep Bay Area connections; non-profit, philanthropy, policy, and/or early childhood sector experience; and a proven track record of successful fundraising outcomes. We seek someone who is passionate about the intersections between early childhood development and health and the mission of Reach Out and Read.

Reach Out and Read has secured seed funding to support a Bay Area based Strategic Consultant, who has been working closely with the ROR Development/Operations teams for almost a year, and ROR now has secured funding to bring on an Executive Director. With the goal of in the next year establishing a local Reach Out and Read affiliate with designated and

funded staff to serve all Reach Out and Read sites in the Bay Area, the Executive Director role will help to build the fundraising successes necessary to strengthen the existing infrastructure to bring this to life.

This is currently a part-time, 12-month contract opportunity, with the intention to evolve to full time, based on funding.

Key Responsibilities and Outcomes Include:

Development/Fundraising (95% - would shift to 70% if Executive Director transitions to full-time permanent employee)

The Executive Director, in close collaboration with the National Center Development Team, leads fundraising and philanthropic aspects of Reach Out and Read in the Bay Area, including foundation, corporation, government, and individual support. Working with Reach Out and Read National staff, the Executive Director creates and implements long-term development strategies that encompass both current need and future growth, with an overall goal of ensuring the sustainability of Reach Out and Read programs.

- Analyzes the local funding landscape and integrates Reach Out and Read into it.
- Raises start-up capital of \$500,000 to support launch of Bay Area affiliate.
- Builds partnerships with allies to engage in policy and advocacy support, as relates to public funding.
- Sets and achieves assertive fund development goals identifying opportunities for long-term sustainability and growth within the Bay Area.
- Develops and/or maintains a core base of diverse institutional funding sources, including government, foundation, civic group, and corporate support.
- Stewards a base of individual donors, strengthening existing relationships and growing the donor base.
- Develops and maintains a portfolio of prospects to be cultivated, solicited, and stewarded in their philanthropic relationship with Reach Out and Read.
- Writes and reviews accurate and timely grant proposals and reports, and cultivates, establishes, and maintains positive relations with funders.
- Explores other sources of revenue that are consistent with the mission.
- Cultivates organizational understanding that fund development and philanthropy are critical to our mission and organizational health.
- Participates in active professional learning provided by Programs Operations team and collaborates closely with the team to understand and be an effective fundraiser for the Reach Out and Read program.
- If/as needed, collaborates with ROR sites to support site-based fundraising efforts.

Team and Cross-Departmental Collaboration (5%)

- Work closely with the National Development Team and National Program Operations team
- Attend and participate in Bay Area Development Team, Bay Area Full Team, and other collaborative meetings as necessary

Qualifications and Experience

There are innumerable ways to learn, grow and excel professionally. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. We are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below.

- 10+ number of years of relevant work experience
- Undergraduate degree or equivalent knowledge or experience preferred
- Strategic planning and leadership experience
- Proven track record with funder, project, and partnership management, and development experience
- Knowledge of and experience working in pediatric and/or early childhood development space
- Proven track record of building partnerships and relationships with key stakeholders, including field leaders, policy and advocacy supporters, allies, etc.
- Ability to deliver on ambitious goals and benchmarks
- Strong analytical skills and use of data to drive decision-making and to build consensus/support for evidence-based solutions
- Exceptional listening, trust-building and ability to lead inter-personally

- Excellent problem-solving, operational, and communication skills
- Proactive attitude, out of the box thinking, sense of humor, and ability to thrive in a fast-paced and entrepreneurial environment.
- Strong cultural competency and proven track record working across differences of gender, race, ethnicity, and socio-economics.

Position Specifications

This is an approximately 24 hour/week non-exempt contract position, based in the Bay Area, California, with the possibility to transition into a full-time Executive Director role. The Executive Director works from a home-based office. Annual compensation for the 12-month part-time contract role is \$90,000. Preference will be given to candidates who are open to transitioning to full-time permanent employment. *Note: Currently, Reach Out and Read is under fully remote work conditions until further notice, given the COVID-19 pandemic.*

To Apply: Please email a cover letter and resume, with the subject line “Bay Area Executive Director” to Lambrina.Kless@reachoutandread.org.

-----**EQUAL OPPORTUNITY EMPLOYER**-----

Reach Out and Read is an equal opportunity employer and does not discriminate on the basis of sex, race, color, religion, sexual orientation, national origin, cultural heritage, ancestry, political belief, age, marital status, pregnancy, physical or mental disability or veteran status. We value diversity and are committed to equal opportunity in employment. Members of all racial and ethnic groups, people with disabilities, and veterans are encouraged to apply. Reach out and Read is compliant with the American with Disabilities Act and we are committed to making special accommodations for your interview or work as a member of our team. If specific accommodations are needed, please notify hr@reachoutandread.org and we will work to accommodate your needs.