



COMMUNICATIONS & DEVELOPMENT DIRECTOR

Team Read seeks an experienced and high-energy Communications & Development Director who shares our commitment to education, youth development, and racial equity. This role drives Team Read's growth by leading and executing strategies to build, engage, and steward a robust base of donors. The position is full-time equivalent, non-exempt, and located in Washington state with approximately 20% time on-site in our Seattle office.

WHO WE ARE

At Team Read, we believe every child is capable and deserving of becoming a great reader, and every young adult should have access to a meaningful, paid first job. For nearly 25 years, we've been closing educational opportunity gaps through our unique after-school program that pairs struggling 2nd to 4th grade students with caring high school reading coaches for a powerful year of peer tutoring that dramatically impacts them both. This year, 312 reading coaches worked with nearly 500 student readers across four public school districts in the Puget Sound region – Seattle, Highline, Renton, and Tukwila.



Team Read's program is research-backed and results-driven. Our annual evaluation illustrates overwhelming support from our stakeholders; teachers, parents, and principals agree Team Read is a high-quality program that supports reading growth and youth development. Like many organizations, we were rocked by the pandemic and discovered we are both resilient and highly adaptable, and that when we keep our students at the center of our decisions, we can accomplish remarkable things together.

As we emerge from the pandemic, we are ready to continue expanding to serve more students in more districts, and we need a fierce, energetic, results-oriented leader to help us take our communications and development to the next level.

THE OPPORTUNITY

The Communications & Development Director will drive Team Read's growth by leading and executing strategies to build, engage, and steward a robust base of donors with an emphasis on a well-executed communications strategy, a sophisticated annual fund, and a successful annual event. This position directly supports the Executive Director – who leads major gifts and institutional relationships – as thought partner and collaborator, is supported by an Administrative & Development Assistant, and regularly engages and collaborates with the wider team.

The priority work in the coming year is leveraging Team Read's 25th anniversary milestone to take the organization from "best kept secret" to "recognized leader in advancing educational equity," and in doing so, substantially grow our audience, convert that audience to donors, and deliver such an

exceptional experience that donors deepen their commitments and evangelize Team Read to their networks.

WHO YOU ARE

You are a communications expert first, who deeply understands nonprofit fundraising. Equally comfortable in front of the Board and behind a screen, you know the unique joys and challenges of working in a small organization and can move effortlessly between strategic leadership and tactical operations. You are both a leader and a doer who loves to roll up your sleeves and make things happen.

At least three years of experience in a professional fundraising or donor communications role is a must, as is Washington State residency and the ability to work on-site in Seattle approximately 20% of the time.

THE ROLE: KEY PRIORITIES & RESPONSIBILITIES

You'll report to the Executive Director and be responsible for:

Audience Development: Execute strategies that build Team Read's social media audiences and email list, prioritizing both growth (audience and list size) and engagement. Examples: organic and paid social media campaigns, earned mass media opportunities, content marketing.

Conversion/New Donor Acquisition: Execute strategies that convert audience to donors, prioritizing conversion rate and first-time donor experience. Examples: list segmentation, targeted email campaigns, optimizing the website for lead generation.

Donor Engagement and Stewardship: Execute strategies that keep donors informed, inspired, and invested in Team Read's mission, leading both to high donor retention, and that stoke a reliable flywheel through which inspired donors are constantly introducing new people to the organization. Examples: newsletters, annual report, mail and email campaigns, targeted events.

Special Events: Provide both strategic and operational leadership for Team Read's annual spring fundraising event, which is supported by the entire Board and staff, and accounts for more than half of all dollars raised annually from individual donors. Design and lead cultivation and stewardship events that complement the annual event.

Stakeholder Communications: Provide tools, guidance, and implementation support for external, program-related communications, such as invitations to volunteers, reading coach information, student reader parent/guardian letters, etc.

Board Engagement: Staff the Board's Fund Development and Communications Committee, providing leadership-level guidance and tactical support to help the co-chairs keep members informed, contributing, results-oriented, and rewarded. In collaboration with the Executive Director, prepare board reports and trainings.

Thought Leadership: Serve as a thought partner to the Executive Director on growth strategies, identify and analyze trends and opportunities, and help to problem solve the challenges unique to small

organizations whose ambitions are just ahead of its capacity. Contribute substantively to annual communications and development goals.

Organizational Leadership: Create a shared understanding of the big picture of Team Read's communications and development efforts by managing an overall calendar that helps everyone plan and contribute in a coordinated and complementary way, and by engaging colleagues in the process of gathering and contextualizing information that elevates Team Read's story.

Other Functions:

- As the organization's chief storyteller, the Communications & Development Director may be called on to meet unique opportunities, like: write a speech for the Executive Director, draft an Op Ed for the Board President, contribute to a grant report, or train staff for a first-time media appearance.
- Provide expert guidance to support staff in managing communications-related systems and lists.

This job description is not meant to cover or contain a comprehensive list of activities, duties, or responsibilities that are required of the employee and others may be assigned.

COMPENSATION & DETAILS

Hiring salary: \$75-92k annually

Team Read offers competitive benefits, including employer-paid health insurance for employees working more than 30 hours/week, a SIMPLE IRA with employer match, a technology stipend, 10 days of PTO in year one plus 10 paid holidays, plus an additional 10 paid days annually during school closures. Team Read provides sick leave in accordance with Washington State's laws.

Due to the ongoing nature of the Covid-19 pandemic, our team is currently functioning remotely, with periodic meetings and on-site work at our offices at the Seattle Public Schools John Stanford Center for Excellence. When safe, this position is expected to work on-site approximately one day a week and to attend meetings and events some evenings and weekends.

SKILLS & QUALIFICATIONS

Required Experience:

- 3+ years in a professional fundraising or donor communications role
- 2+ years designing, implementing, and evaluating email campaigns
- Hands-on experience with audience segmentation and list management tools
- Experience writing original content, with an emphasis on content marketing and/or fundraising content

Desired Skills & Aptitudes:

- Outstanding written and verbal communication skills; a gifted storyteller
- Deep understanding of nonprofit context and experience in a small organization
- Marketing expertise with keen insight into best practices and promising trends
- Strong understanding of fundraising fundamentals, such as moves management

- High emotional intelligence and collaborative work style
- Ruthless prioritization and adaptability
- Energized and ready to lead
- Deep understanding of and commitment to anti-racism
- Commitment to quality education for all, youth development, and racial equity. Ability to articulate personal passion for Team Read’s mission, values, and commitment to equity.
- Commitment to learning and engaging in anti-racist practices and to advancing an environment that values diversity, equity, and inclusion.

HOW TO APPLY

Applications received by 5:00pm, August 12, 2022, will receive priority consideration.

Want to learn more? [Click here](#) to schedule a confidential 15-minute call with an external consultant from Doyenne Strategy, the firm supporting our search.

Ready to apply? [Click here](#) to start your application using Google forms. You will be required to log in to Google to enter your LinkedIn profile and upload a cover letter. If you are unable to use Google or run into any problems submitting, please email Sophie Gagnaire, Administrative Manager, at sophie@doyenne-strategy.com.

Please, no phone calls.

DISCLAIMER: The information presented herein indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job. As an adaptive organization, responsibilities can and will change in alignment with greater efficiencies and mission metrics.

EQUAL EMPLOYMENT OPPORTUNITY AND NON-DISCRIMINATION: Team Read is committed to equal opportunity for all employees and applicants and fosters an environment free of barriers and discriminatory practices. Team Read actively promotes mutual respect, acceptance, teamwork, and productivity. Team Read is committed to maintaining an organization whose staff, board, and clients are diverse in background, experience, race, color, national origin, gender, age, religious reference, marital status, sexual orientation, sensory, mental or physical abilities, veteran status, and other qualities that strengthen the program while reinforcing its commitment to basic fairness.

In accordance with the Americans with Disabilities Act, upon request, reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of our positions.

“When my student reader said, ‘I can do this,’ I felt like I could truly change the world, especially after helping him through a difficult book.” – Team Read Coach