



## **DIRECTOR OF ENGAGEMENT & LITERACY INITIATIVES**

### **POSITION SUMMARY**

---

The Director of Engagement & Literacy Initiatives is responsible for developing strategic relationships through targeted outreach and increasing public awareness of Ready for School, Ready for Life, the Guilford Basics, Early/Pre-Literacy, and the resources available to families, program providers, community organizations and businesses through partnership with Ready Ready. The Director of Engagement & Literacy Initiatives will focus on both internal and external stakeholders.

The Director will possess:

- Enthusiasm and passion for children and families
- The ability to think strategically and build relationships with key community leaders, direct service providers, families and volunteers in order to ensure the success of the Guilford Basics community-wide campaign
- The ability to act as a community spokesperson for both Ready Ready and the Guilford Basics
- The ability to manage team members effectively
- Understanding of family empowerment model and strong commitment to “family voice”, collective impact, and the need for systems change
- Experience and background in early literacy strategies and Active Reading

The Director will be housed within Ready for School, Ready for Life and will provide regular updates to the organization’s Board and to The Cemala Foundation.

### **PRIMARY RESPONSIBILITIES**

---

- Develop annual Guilford Basics implementation strategy with staff leadership of partner organizations
- Implement strategic goals of the county-wide Early Literacy Strategic Plan
- Supervise Family Engagement Coordinator/Literacy Initiatives Coordinator(s), 1-2 interns
- Develop strategic, long-term expansion goals and budgets for Guilford Basics and other community engagement initiatives as needed
- Conduct monthly strategy meetings with key community partners focusing on the expansion of the Guilford Basics message and improving and streamlining implementation
- Lead meetings with potential Guilford Basics community partners and obtain Memorandums of Agreement for Basics implementation
- Promote Ready Ready and Guilford Basics through community appearances, media appearances and interviews, social media presence and speaking engagements
- Partner with community stakeholders to embed Guilford Basics into programs central to Guilford County’s emerging system of care via Navigation, home visiting, early care and education settings, parent education and health care settings

- Oversee the engagement of families as Guilford Basics Ambassadors, providing training and support needed for them to deliver the Guilford Basics message to other families in the community
- Provide Guilford Basics Ambassador trainings on a regular monthly basis and also by request
- Create success measurement tools, oversee data collection and evaluate outcomes
- Monitor program budgets and oversee grant compliance as applicable
- Establish annual goals and hold staff accountable for quarterly progress in order to progress toward goal completion
- Visit Guilford Basics partner sites to observe, support and evaluate implementation progress
- Work closely with Communications team, advising on creation of Basics content, delivery, communications partnering and strategic planning to promote Basics message in the community
- Create and update a spreadsheet database of all Guilford Basics data regarding community contacts, partners, implementation level and distribution of materials
- Develop and test delivery plan for Guilford Basics Parent workshops
- Develop and test delivery plan for monthly community-wide Basics training
- Manage the planning of special events highlighting the Guilford Basics in the community
- Take on a staff leadership role in communication and working with the Guilford Basics Advisory Committee, a sub-committee of the Public Will Building Board Committee
- Provide updates to the Ready Ready Board of Directors about progress to date

#### **Minimum Requirements:**

1. Bachelor's degree plus five years of progressive experience in the human services field and/or a master's degree in a related field.
2. Skill in interacting with education and human service providers, and corporate and agency leaders
3. Ability to communicate clearly and professionally with a range of community stakeholders.
4. Leadership skills and a willingness to take initiative and be proactive.
5. Ability to work independently, as well as part of a high-performing team.
6. Experience and skill with computer databases.

#### **Compensation and Benefits**

*Ready for School, Ready for Life* offers a competitive compensation package, including comprehensive health benefits. Please include your salary requirements in your cover letter.

#### **To Apply**

This position is located in Guilford County, NC (High Point/Greensboro metro area).

Please submit a resume and cover letter via email at [HR@getreadyguilford.org](mailto:HR@getreadyguilford.org) and include "Director of Engagement" in the subject line **by February 21, 2020.**

*Ready for School, Ready for Life* celebrates, supports and thrives on difference with the understanding that it benefits our team and our community. We are proud to be an equal opportunity workplace where all can flourish. Learn more about our work at [www.GetReadyGuilford.org](http://www.GetReadyGuilford.org).