



## Director of Early Literacy

### ASPIRE EDUCATION PROJECT

#### **ABOUT *COMMUNITY READING BUDDIES* & ASPIRE EDUCATION PROJECT**

*Community Reading Buddies* is Aspire Education Project's flagship program. Every summer, the program connects trained teen mentors with low-income and under-resourced students in pre-K to 3rd grade to provide additional early literacy support for Oakland's young readers. This powerful youth-led model has been working on combating the enormous disparities in early literacy among the Bay Area's youngest students for 24 summers and counting. *Community Reading Buddies* is funded through grants from corporations and individual donors, so the program is provided at no cost to the students, their families, or their schools. The program is well-established and well-loved, with teachers, parents, site directors, teen mentors, and - most importantly - the students, looking forward to it every summer.

Beyond *Community Reading Buddies*, Aspire Education Project is a unique and dynamic non-profit and educational services provider. We harness a "Robin Hood" model to use the revenue from our full-price tutoring to provide subsidized tutoring and educational support to low-income students and families. We work with students across the income spectrum to deliver the educational resources they need, whether that be in-class tutoring at local public high schools or SAT prep classes for students who will be the first in their families to attend college. Put simply, unlike most tutoring services, we are dedicated to serving students of all backgrounds and means, because we believe every student deserves support. *Community Reading Buddies* is our flagship program for a reason: it embodies our mission to combat educational inequity and increase access to educational resources.

#### **DIRECTOR OF EARLY LITERACY**

##### **Description & Details**

The Director of Early Literacy's primary responsibility will be leading, directing and managing our *Community Reading Buddies* (CRB) program. The Director of Early Literacy will report to the Executive Director, work on cross team-projects with other Directors, and be assisted by Aspire's Program Assistant and CRB Interns.



## **Major areas of responsibility:**

### **1. Program Director of *Community Reading Buddies* (CRB)**

This position directs all aspects of Aspire's *Community Reading Buddies* program: our one-to-one, youth-led early literacy program in Oakland. The program has run for 25 years and grown three-fold over the last four years to involve over 300 youth. It takes place for 8 weeks over the summer at local Child Development Centers. 150 to 200 local teenage mentors volunteer with the program to read to preschool students two times per week.

Responsibilities include: liaising with School District partners; program planning (year round) and daily operations (summer only); preparing and executing volunteer trainings for teen mentors; screening and hiring temporary program staff; overseeing data collection and management on program impact; and, above all, working with children, youth, teachers, and families to foster a love of reading in Oakland's students.

### **2. Team member in establishing Marketing Campaign**

The AEP team in conjunction with two local pro-bono partners (professional experts in Marketing, Design, Messaging) is developing messaging, branding, and an improved website to market our organization and services. We are also developing email / onboarding campaigns to strengthen our relationships with parents, teachers, site directors, etc. outside of the programming months.

The Director of Early Literacy would be directly involved and expected to be a contributor in the content and creative work of the website and email campaigns.

### **3. Networking in Early Childhood Education and Literacy Community**

With the Executive Director, network and establish relationships within the East Bay and SF Literacy organizations to partner with these teams to increase AEP messaging and reach in the community.

### **4. Curriculum and other intellectual property:**

The Director of Early Learning will expand and maintain Aspire Education Project's early literacy curriculum. In collaboration with the Executive Director, this position will also create and maintain internal process documents, job descriptions, and other materials.



## 5. **Grant writing:**

The CRB program is primarily funded by grants from local corporations, foundations, and individuals. Grant writing experience, ability to collaborate with an outside writer, and/or an interest in learning these skills is desirable.

## **Logistics:**

This is a full-time position beginning in January 2019.

The first six months of the position will include training with the prior CRB Director/ Executive Director, as well as peer-level training, planning, networking, and recruiting mentors/ staff for the summer 2019 CRB program. From June through mid-August, the role will be occupied with running the eight-week summer program, managing its execution in three to five pre-K Child Development Centers in Oakland and leading eight to ten classrooms per week with a paid and volunteer staff of almost 175 people.

Throughout this program it is critical to remain close to the site directors, teachers, and mentors to assure outstanding execution. Obtaining feedback both verbally and through other means, such as surveys, is extremely important, both in terms of monitoring the program closely and for creating an outcome report to our grantors and supports at the end of the program.

Ideal candidates for this position would include Literacy Specialists, Resource Teachers and Specialists, Librarians, and former elementary teachers interested in an engaging position. Administrative, leadership, and management skills are of high value.

## **QUALIFICATIONS**

### **Teaching and Pedagogy**

- At least three years varied experience in teaching, tutoring, education, and/or youth programs with students is required, with strong preference for experience in elementary and literacy education.



## **Management and Leadership**

- At least one year experience managing programs and people, preferably in an educational context.
- Comfortable prioritizing tasks in a limited resource environment, flexible problem solver, good at striking balances between innovation and continuity, and the ability to work both independently and as a collaborator.
- Strong team player, able to creatively and energetically support the team efforts of Aspire Education Project within and beyond the CRB program

## **General competencies and communication**

- A high degree of attention to detail, follow-through, and aptitude for operations and execution.
- The ability to represent Aspire Education Project in many different settings – a funder's office, a school hallway, a partner organization's playground, or a neighborhood meeting.
- Clear writer and compelling speaker who can communicate effectively and compellingly present the work and mission of Aspire Education Project in many different contexts.
- Ability to engage partners in data collection, survey, and interpret results for final Outcomes report that is provided to Grantors.
- Spanish or Mandarin proficiency is a plus.

## **The Basics**

- Comfort and facility working in an office environment
- Comfort and facility in direct client interactions on phone, email, and on-site
- Excellent productivity, efficiency, prioritization, and attention to detail
- Prior mastery of MS Office tools, experience with Google apps, ability to learn the basics of CRM platforms and troubleshoot technical problems
- Bachelor's Degree required, and teaching credential - MEd or MA in a related field (such as education or management) - preferred
- Knowledge of the Bay Area/California education community is preferred.
- Some evenings and weekends required
- Valid CA driver's license in good standing, reliable transportation, and proof of auto insurance
- Ability to pass TB clearance and comply with area school background check requirements after hiring
- Demonstrated passion for Aspire Education Project's mission and goals



## **COMPENSATION**

Compensation is competitive and dependent on experience: \$55K to \$60K annual salary with medical and dental benefits.

Primarily in-office with some flexibility to work from home.

## **TO APPLY**

Please send a resume and cover letter to [hr@aspireeducation.org](mailto:hr@aspireeducation.org), with the subject title “Application for Director of Early Literacy”.