

## JOB DESCRIPTION

July 2020

**TITLE:** Statewide Coordinator, Reach Out and Read-Alabama

**REPORTS TO:** Executive Director, Alabama Chapter-American Academy of Pediatrics (AL-AAP)

**About AL-AAP:** A non-profit 501 (c) 3 organization, the Alabama Chapter of the American Academy of Pediatrics (AL-AAP) is the only statewide member organization of pediatricians, with 850 members representing both academic and community pediatrics in both urban and rural areas. The organization was established in the 1930s and existed for almost five decades before becoming exempt as a 501 (c) 3 in December 1986 and adding executive staff in 1991. Governed by a 13-member board, the AL-AAP established a statewide Reach Out and Read coalition in 2006 as an arm to promote early literacy in pediatric practice. The AL-AAP executive office is in Montgomery.

**About Reach Out and Read:** Founded in 1989, Reach Out and Read is a national non-profit organization/program that 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 national network 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, particularly in economically disadvantaged families who are at risk for adverse outcomes. The only national early literacy intervention delivered through pediatric care providers, the program has been the subject of 16 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.

**POSITION SUMMARY:** The Reach Out and Read-Alabama Statewide Coordinator (SC) plans, implements, and leads the fundraising, outreach, technical assistance, provider training, and community relations initiatives of Reach Out and Read-Alabama, which is Alabama's affiliate of Reach Out and Read pediatric office sites. The SC will lead the continued development of this well-established program.

A results-oriented, experienced, and entrepreneurial professional, the SC is the face of Reach Out and Read across the state, with a targeted primary focus on ensuring that this national model is implemented with impact on the families and children served, and on fundraising/grant-writing for sustainability and program growth.

The Statewide Coordinator has a unique opportunity to help shape the future direction of Reach Out and Read-Alabama with the guidance of the AL-AAP Board, ROR-AL Medical Director and, if/once established, the ROR-AL Advisory/Partnership Council.

## KEY RESPONSIBILITIES

- **Leadership, Strategy, Management, and Operations (25%):**
  - Lead the program with a strategic, outcomes-driven approach to achieve the mission, ensuring that the intervention is conducted with fidelity to the proven model and produces the intended impacts on Alabama's children and families we serve.

- Recruit pediatric program sites to expand the program in Alabama, overseeing selection of program site coordinators and medical directors to assure adherence to the model.
  - Assist AL-AAP Executive Director with financial obligations, including preparing and overseeing the annual ROR-AL program budget and funds allocation process, development of supporting reports and fiscal statements for review.
  - Maintain a working knowledge of significant developments and trends in the field of early learning, as well as issues and trends affecting nonprofits.
  - Work collaboratively and strategically to represent the organization statewide, cultivating key partnerships with early learning stakeholders and assessing opportunities within state and local governments to position ROR-AL as a vital component in the area of early childhood literacy development.
  - Serve as the primary spokesperson and champion for the efficacy of Reach Out and Read's model, and oversee the development of strategies to increase visibility of ROR-AL.
  - Work effectively with ROR National by participating in monthly affiliate and network calls, assimilating any pertinent information to the affiliate and completing an annual ROR National FY planning document.
  - Represent ROR-AL as a vital program of the AL-AAP at its two conferences annually as well as in other areas.
- **Grants Management/Fundraising Coordination (65%)**
    - Oversee all fundraising and philanthropic aspects of Reach Out and Read-AL in the state, including foundation, corporation, government, and individual support. Set and achieve assertive development goals by identifying opportunities for long-term sustainability and growth.
    - Write and review accurate and timely grant proposals and reports, and cultivate, establish, and maintain positive relations with funders, including institution, corporate and foundation supporters.
    - Assume fiscal responsibility for the management of donor funds and grants. Comply with grant deliverables and manage spending within budget parameters.
    - In addition to grants, oversee and support logistical framework for other funding initiatives for Reach Out and Read-Alabama:
      - End-of-Year appeal
      - Annual fundraising events, including Grand Pediatric Pentathlon and Rx for Summer Reading
      - Other donor-driven initiatives as needed/developed
    - Assist each identified ROR-AL site in creating a sustainability plan to fund its book/program needs
    - Explore other sources of revenue that are consistent with the mission.
    - Oversee team in maintaining systematic records of gifts, pledges and payments in Network for Good database.
    - Oversee team in development of marketing materials to key constituent groups such as donors, volunteers, sites and funders
- **Program Services, Support, and Growth (10%)**
    - Effectively supervise the coalition's development/communications coordinator (DCC), who is responsible for the coalition's donor database and follow-up, promoting ROR-AL to all publics and apportioning books and coordinating other site activities.
    - Work with DCC to ensure an up-to-date database (myror.org) and current information on each ROR-AL program as well as key early childhood program contacts.
    - Ensure that site providers and coordinators are engaged and trained and have the information and tools required to implement the intervention with fidelity and impact on the children and families served.
    - Oversee the apportionment of books to program sites, balancing grant funds, program needs, site functioning, and local site fundraising.
    - Partner with the sites' Program Directors and Medical Directors to strategize and implement processes that enable programs to be of high-quality, and that best support and effectively engage medical providers.

**QUALIFICATIONS AND EXPERIENCE:** The ideal candidate is a passionate, professional and results-oriented individual capable of building and growing resources for an organization who can demonstrate the majority of the qualifications and experiences listed below:

- 5+ years of nonprofit/business leadership/management and fundraising experience and/or grant-writing; demonstrated track record in grant-writing and grant procurement and management.
- BA/BS degree in business administration, marketing, nursing, non-profit management, education administration or related field. A graduate degree in a related field is a plus.
- Strong leadership and management skills, including excellent organization, project management, and time-management skills, with attention to detail and follow-through.
- Self-motivated and creative problem solver with a “can-do” attitude
- Experience coordinating and planning special events
- Proven fundraising experience with demonstrated success at donor cultivation and stewardship
- Demonstrated success cultivating and sustaining partnerships and collaborative relationships among diverse organizations and groups at the statewide or community level.
- Background in, or familiarity with, early childhood development or pediatrics and experience working within the medical community a plus.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

- Solid knowledge of program development, organizational planning, and charitable giving
- Ability to prioritize tasks, balance multiple priorities, and meet deadlines
- Ability to work independently without close oversight, but also be a team player who will productively engage with others at varying levels of seniority within and outside of the organization
- Computer proficiency in word processing, spreadsheet and e-mail programs, with database skills strongly preferred
- Strong interpersonal and communications skills, including effective public speaking experience and writing ability
- Strong organizational skills with attention to financial and programmatic detail.

**SCHEDULE:** The position is full-time. The Statewide Coordinator shall work full time (40 hours per week) for the Chapter, defined as five (5) days per week including five (5) hours for lunch breaks. Specific days and office hours will be determined in collaboration with the Executive Director to fall within typical business day hours.

**SPECIAL WORKING CONDITIONS/REQUIREMENTS:**

- Ability to work remotely in home office space, preferably in Birmingham or Montgomery
- Ability to travel occasionally with adequate means of transportation for visiting program sites throughout the state
- Attendance at occasional annual leadership conference and regional conferences if budget allows, as well as two Chapter conferences annually (Alabama or NW Florida locations)
- Flexibility to work occasional evenings and weekends (rare)

**COMPENSATION AND BENEFITS:** Salary is competitive with similar roles at non-profit organizations of a comparable size. AL-AAP full-time employees receive a benefits package that includes a stipend for health insurance, simple IRA retirement plan with match, three weeks paid vacation, paid holidays, cellular phone reimbursement, computer stipend, professional development opportunities, and flexible scheduling if applicable.

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

*AL-AAP maintains a strong policy of equal employment opportunity. We recruit, select, train, promote and compensate the most qualified individuals on the basis of personal competence and potential for advancement without regard to race, color, religion, sex, pregnancy, sexual orientation, national origin, age, veteran status or disability. The AL-AAP maintains a commitment to recruit, support, and promote diverse and talented individuals as employees, while fostering a work environment that embraces diversity, encourages conscious inclusion, and treats all employees with dignity and respect.*

**HOW TO APPLY:** To be considered for this position, please send resume to: Linda P. Lee, APR, AL-AAP Executive Director, at [lee@alaap.org](mailto:lee@alaap.org) or 19 S. Jackson St., Montgomery, AL 36104.