



Job Title:	Literacy Campaign - Senior Director (new position)	Position Type:	Full-time, exempt
Department:	Programs	Salary Range:	Salary is commensurate with experience
Reports To:	CEO / President	Travel Required:	California
FIS Contact:	Victory Onyekwere, Operations Manager (vonyekwere@familiesinschools.org)	Date Posted:	July 11, 2023
Submission Requirements:	Cover Letter and resume	Date Posting Expires:	Until filled

Organization Overview

Families In Schools (FIS) is a nonprofit statewide organization based in Los Angeles, California, whose mission is *to involve families and communities in their children’s education to achieve lifelong success*. To achieve its mission, FIS works towards three core outcomes: School systems and educators with the capacity and commitment to authentically partner with families; families with the support, knowledge, and skills to partner with their children’s schools; and policies that embrace family engagement as a critical strategy for student success.

Job Description

Position Overview:

The Literacy Campaign Director will lead the design, execution, and evaluation of FIS’ literacy campaign geared toward addressing the literacy crisis in Los Angeles and across the state. This individual is a mission-focused, dynamic, self-directed, and results-oriented professional with expertise in community mobilization, early literacy and the Science of Reading (SoR) and is dedicated to family and community engagement as a key strategy for student success and educational equity. This is a full-time, exempt position reporting to the President & CEO.

The Literacy Campaign Director will focus on elevating early literacy as a top priority for the region, mobilizing school district leaders, parents, community organizations, city and county officials, media, philanthropy, and others. In partnership with the Los Angeles Unified School District (LAUSD), the Campaign Director will help support and build the capacity of LAUSD parents to understand student data and learn if their child is on track for reading at grade level; build their awareness of how children learn to read based on the science of reading, including essential practices for English Learners; know what to expect from their child’s teacher; are able to support their child’s learning at home; and learn how to advocate if their child is not on track. Further, the Director will work closely with LAUSD leadership, supporting efforts to align literacy instruction to the Science of Reading and full implementation down to the classroom level ensuring that all young children have access to effective literacy instruction. Finally, the Director will work with statewide partners to ensure that California implements needed reforms to align literacy instruction to the Science of Reading, so that every child in the state is set up for success.

Responsibilities:

The Literacy Campaign Director will develop and oversee a 4–5-year plan to help reverse the literacy crisis in Los Angeles and in California. Key year-one responsibilities include:

- Work closely with the CEO to develop the long-term vision and plan for a literacy campaign in L.A.
- Build a coalition of community partners and parents to help drive the campaign.
- Develop a literacy advisory group comprised of early literacy and SoR experts to provide guidance and expertise.
- Oversee the production of an annual report (including parent and teacher poll) that describes the early literacy landscape in Los Angeles in an effort to keep the issue of early literacy on the public’s radar and to measure its impact over time.
- Lead the planning and execution of a successful literacy campaign kickoff event(s) in Los Angeles.

- Oversee empathy interviews and/or focus groups with parents to understand how to best support them in ensuring that their children have access to effective literacy instruction at school and have the tools to support their children at home.
- Conduct a review of existing literacy resources, based on the Science of Reading, to help inform the development and content of an interactive family engagement toolkit.
- Identify creative and culturally relevant ways to bring information on early literacy to families via the toolkit; explore other approaches to reach families, e.g., webinars, community meetings, training LAUSD family engagement liaisons, etc. Beta test toolkit with parents; ensure parent input in all efforts.
- In collaboration with the FIS Advocacy Director, develop a parent leadership institute to build/enhance the advocacy skills of parents to ensure that their children and all children are receiving effective literacy instruction.
- Develop fresh, creative ideas toward enlisting new partners in the campaign. For example, explore with City Neighborhood Councils a commitment to establish 40-50 free little libraries in every neighborhood in Los Angeles.
- Collaborate with regional and statewide leaders working on statewide efforts to impact policy on effective literacy instruction. Ensure that parent voice is at the table.
- Collaborate with English Learner and special needs advocates to ensure that both the campaign, parent education efforts, and classroom instruction are equitable and inclusive of all children's learning abilities.
- Establish and maintain strong systems of communication with school and community partners regarding student progress and the literacy campaign program implementation.
- Track and measure impact on a regular basis. Pivot when necessary. Focus on results.

Skills/Qualifications:

This is an excellent position for a professional with demonstrated experience and knowledge in early literacy, the Science of Reading, family engagement, movement building, and advocacy. **Qualified candidates will have a bachelor's degree in education, social work, child development, or related fields and a minimum of 5 years of experience. An advanced degree is preferred.**

- Strong coalition building, community mobilization, and engagement skills.
- Strategic and creative thinker.
- In-depth knowledge on the science of reading and effective literacy instruction.
- Deep commitment to family engagement, parent power, and parent advocacy.
- Strong project management experience; able to establish and meet project deadlines, set milestones, manage workflow, develop and manage project budget, and ensure high-quality deliverables.
- Exceptional people skills and the ability to build trust and a sense of community among staff, senior management, the FIS board, and external partners.
- Ability to convey ideas and communicate concepts in writing with clarity and accuracy.
- Ability to work independently, managing a variety of projects and tasks effectively, with minimal oversight.
- Excellent listening and public speaking skills.
- Commitment to collaboration, teamwork, and accountability to oneself and others.
- Culturally competent with the ability to seamlessly adapt in multicultural, multi-ethnic environments.
- Willingness to work weekends and evenings, and travel as necessary.
- Bilingual in English and Spanish is desirable.

Key Professional Standards:

- Demonstrate an openness to feedback and a commitment to learning and improving.
- Commitment to excellence in building the assets of underserved families.
- Commitment to excellence in building capacity of leaders in sectors/systems serving families and children/students.
- High degree of integrity, strong work ethic and commitment to the efficient and effective use of resources.
- Capability to think strategically and execute tactically within a high-functioning team-oriented environment.
- Ongoing use of good judgment, tact, and diplomacy in all professional matters.
- Committed to building positive relationships with all agency stakeholders, across levels, roles, and functions.

Additional Skills and Qualifications:

- Access to a car, possession of a valid driver's license, and proof of automobile insurance.
- Ability to work in a fast-paced, results-oriented environment while maintaining quality attention to detail.
- Ability to effectively work both independently and as a member of a highly collaborative, integrated team.
- Can lift up to 25 lbs. (books, materials, supplies, etc.).

What FIS Offers:

Families In Schools is an at-will employer. We foster a mission-driven, collaborative work environment where teamwork, communication, excellence, quality, integrity, inquiry, and commitment to community are highly valued. We provide employees with ongoing professional development opportunities through structured learning and training coupled with project assignments that maximize a diverse and high-functioning skill set.

We offer a competitive benefits package that includes:

- Company-paid health insurance for employees and dependents after 3 months of employment.
- Vacation, sick and personal time.
- 401k with employer match.
- 10-paid holidays per year and a 5-day winter break during the last week of December.