



Job Description

Position Title:	Area Director for Northwest Area
Status:	Exempt
Direct Reports:	Program Manager (2)
Reports To:	Development Director
Location:	Salem, OR

Position Summary:

This position is responsible for the overall management of the SMART Reading Program in our Northwest Area: Tillamook, Yamhill, Lincoln, Polk and Marion counties. This office is located in Salem, but has the possibility of working remotely for much of the time. Major responsibilities include fundraising, community relations, program oversight, staff supervision, and overall leadership of SMART Reading's activities in the area. The Area Director is part of a team of six Area Directors working across Oregon. The Area Director supervises program staff members and is responsible for overseeing implementation of the SMART program in the area and building relationships with school district leadership to achieve SMART Reading program standards; raising funds through corporate solicitations, individual fundraising, and grant writing; and building the public visibility and credibility of SMART Reading in the region.

SMART Reading's Commitment to Equity

As an early literacy program focused on helping children succeed with reading and learning, SMART Reading can't ignore that deep racial, cultural, social, and economic inequities in our country and state make it harder for some children to succeed compared to others. SMART's vision is an Oregon where all children can realize their full potential through reading and we are making equity a top priority. As part of this, we particularly seek staff members, volunteers, and board members whose personal or professional background gives them a unique perspective to further SMART Reading's work in serving children of color and children from other marginalized groups.

PRIMARY RESPONSIBILITIES:

Fundraising:

- Work with State Development Team members to implement an

area development plan to achieve SMART Reading's annual area fundraising goals

- Develop and manage relationships and fundraising efforts including:
 - local events and promotions
 - corporate contributions and involvement
 - individual giving through direct solicitation, major donor development, and legacy giving
 - foundation grant writing

Program Management:

- Support and supervise Program Manager(s) in recruiting, training, and managing SMART Reading leadership and reading volunteers
- Support and supervise Program Manager(s) in implementing program- related statewide initiatives
- Create and maintain strong relationships with school districts and educational leaders in the area
- Support and supervise Program Manager(s) in risk management around program implementation

Area Office Leadership:

- Provide leadership to advance SMART Reading's mission in the local community in alignment with statewide strategic plan, priorities, and initiatives
- Create and maintain community relationships to increase local capacity in all areas including:
 - Fundraising
 - Program
 - Public Relations
 - Administration
 - Equity and Inclusion
- Recruit and work with leadership-level volunteers to assist with fundraising, marketing, and other efforts

Public Relations:

- Work with SMART Communications Director to implement an area communications plan in accordance with statewide marketing campaigns and initiatives
- Maintain the visibility of SMART in the local community through positive relationship building and media appearances

Administration:

- Direct operations of the Area Office
- Create and manage local budget (expense and revenue)
- Hire, train, and manage Area staff

Other:

- Complete other related tasks as assigned by supervisor

Volunteer Management:

SMART Reading is possible because more than 5,000 volunteers contribute their time, energy and experience to helping us carry out our mission; that means volunteers account for nearly 100 percent of the people working on the ground to deliver SMART Reading's proven literacy support and book program. Because of this, all SMART Reading employees work and interact with volunteers in varying capacities.

SMART Reading employees understand the value of our volunteers and ensure their interactions with volunteers are appreciative and professional.

- Because volunteers are donating their time and talents to SMART Reading, employees may need to be flexible and solution-oriented when it comes to expectations around deadlines, communication, ability to attend meetings, etc.
- SMART Reading employees publicly acknowledge the importance of volunteers to the organization, providing ample recognition and praise for their contributions when speaking about SMART Reading in external settings.

KNOWLEDGE AND SKILLS:

- Proven track record in fundraising, program, and volunteer management
- Experience in hiring, supervision, development, and evaluation of staff
- Ability to multi-task and lead a team in implementing a range of activities
- Ability to work with school, business and community leaders
- Ability to work collaboratively with organization and volunteer leadership, peers, colleagues, external constituents, and community members
- Ability to represent SMART in public settings, including public speaking
- Ability to be flexible and adapt to changes in the environment
- Ability to advance SMART's work to address inequities and build relationships to address the needs of diverse communities and children
- A sense of service and commitment to helping the children of Oregon learn to read
- Strong computer skills

EDUCATION AND WORK EXPERIENCE:

- Bachelor's Degree or relevant experience
- Minimum 5 years' experience in community engagement, including fundraising and volunteer management

PHYSICAL REQUIREMENTS:

While performing the duties of this job, the employee will be required to travel throughout Oregon, particularly throughout the three counties served by this SMART area office. While performing the duties of this job, the employee is required to frequently use a computer at a desk and is occasionally required to stand, walk, and/or sit. The employee must occasionally lift and/or move up to 25 pounds. The noise level in the work environment is usually moderate.

GENERAL REQUIREMENTS:

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for the position.

I have reviewed this job description, and addressed any questions about it with my supervisor.

Name

Date