



Role Description: Senior Vice President of Outreach

MISSION

Our early education nonprofit seeks to blend the best aspects of learning science, mentoring relationships, and innovative technologies to develop community, school, and home programs that deliver access, excellence, and equity, and champion universal literacy through family empowerment.

STORY

Research continues to highlight the crucial importance of reaching our youngest learners early in their educational odysseys. After decades of working at the nexus of technology, research, and education, Waterford.org is uniquely positioned to help make early childhood education accessible to many families that have historically been locked out. Steadfast in our belief that an excellent education is a universal birthright, Waterford.org partners with over 500 school districts and independent schools serving PreK to 6, as well as with 13 states, to provide kindergarten readiness services directly in homes. Our pioneering work in online education produces practical solutions for building proficiency in reading, math, and science that blend research and technology with art, music, and world-class support for educators and families. Our approach is maximizing impact while minimizing complexity and cost. Our team is composed of passionate individuals dedicated to making a meaningful difference in the world. We are committed life-long learners and recognize that the solutions of tomorrow require us to be our best today.

COMMITMENT

We recognize that we must continue to develop our approach to this work, employing methods that demonstrate our respect for children and families, their backgrounds, perspectives and priorities, and centering cultural proficiency in the creation and modification of our programs and materials. Equity and inclusion are fundamental not only to the mission and success of Waterford.org's diverse, multi-site, community-facing organization, but to the success and well-being of the children, families and communities we serve.

In 2019, as part of a broad effort to design and implement effective, culturally-relevant practices related to diversity, equity, and inclusion, Waterford.org established an action advisory team comprising members whose professional and lived experience qualify them to advise the Waterford Board, leadership team and internal DEI task force on cultural proficiency. The action advisory team works to strengthen Waterford's ability to attract and retain more diverse talent across the organization, and to better serve our students, families, and schools.

GROWTH

Waterford.org is growing, both in terms of scale and impact, and also in adaptive change and perspective. Over the past four years, we have tripled in size and made significant improvements to our curriculum. Our parent support model continues to distinguish Waterford, and we have been successful scaling it with fidelity. More than anecdotal, our success is proven with tier 1 evidence (as defined by the [US Department of Education What Works Clearinghouse](#)), and our work has been recognized and funded by [The Audacious Project](#), [The Studio at Blue Meridian](#) and others who believe in its capacity to shift outcomes for the country's most under-resourced students. Internally, our evolved approach to recruiting and geographic flexibility have allowed us to attract over 40% new hires of color (53/123) over the past 18 months. We have very low regrettable turnover and a high-trust culture of belonging where our unifying mission acts as a bridge across difference.

THE ROLE

Drawing upon your own non-profit fundraising, business development, and/or participant recruitment experience, you will further develop and implement the organization's outreach initiatives and strategies with sponsors, participants and partners to enable Waterford.org to achieve aggressive growth and impact goals. You will champion awareness of our mission, beliefs and programs both internally and externally as Waterford pursues its goals for awareness, growth, and impact. Specific responsibilities include:

- contributing, as a member of the executive leadership team, to long-term strategy development, annual operational planning and execution, and ongoing internal and external communication;
- creating and executing effective strategies to foster the organization's outreach goals; assessing and analyzing current outreach practices and policies to determine effectiveness; and evolving our outreach practices to strengthen our culture and improve stakeholder experience;
- working with leaders across the organization, including the Board of Trustees and especially with our marketing organization, to infuse our mission and beliefs throughout our internal and external communities: partnering with managers and employees in the design and implementation of goals, strategies, and tactics to attract, retain and develop a diverse and truly inclusive workforce;
- supporting the executive leadership team to develop DEI-centered performance metrics and policies;
- providing guidance and support to direct reporting teams including partnerships, family recruitment, and eventually grant-writing and philanthropic fundraising;
- acting as the liaison between Waterford.org leadership and our external sponsors and partners including coordination of accountability reports and regular meetings;
- providing training and updates to colleagues on our outreach responsibilities, priorities and progress, and
- performing other related duties as assigned.

THE IDEAL CANDIDATE

The ideal candidate will have a deep passion for social justice and educational equity for all children. They will be, or have an appetite to become, a thought leader in the national conversation about early learning and family empowerment, possess extensive executive leadership and relationship-building skills, and strengths in fundraising, sales or partnership development, public speaking and storytelling, strategic communication, problem solving, and team development. They will have a history of collaborating with diverse groups of stakeholders to achieve ambitious outcomes, an established track record of leading change management efforts, and an ability to influence others including both mentoring direct reports and leading where no direct reporting relationship exists. Additionally, successful candidates will leverage data and excellent listening skills to shape their perspective and resulting programs and strategies.

LOCATION AND TRAVEL

The SVP of Outreach can be based anywhere in the continental United States, and should expect to travel approximately 40% of the time or more.

TO APPLY

Review of applications will begin immediately and continue until the position is filled. For best consideration please send a cover letter and resume to leslie@promise54.org by September 15.

Waterford.org is an equal opportunity employer and does not discriminate on the basis of race, color, ethnicity, national origin, religion, gender, gender identity and/or expression, sexual orientation, disability, age, marital status, military status, pregnancy, parenthood, citizenship status, creed, or any other characteristic protected by federal, state or local law. We will provide reasonable accommodations for qualified individuals with disabilities.

People from all backgrounds are strongly encouraged to apply.