



**DC School Reform Now
Executive Director
Job Description**

DC School Reform Now seeks outstanding applicants for the position of Executive Director. The Executive Director is responsible for developing and implementing strategies to achieve organizational goals. The Executive Director is a full time position that reports to the Board of Directors.

About DC School Reform Now

Launched in March 2008, DC School Reform Now is a nonprofit organization that builds a civic movement in DC that demands and protects school reform to improve student achievement. We accomplish this by raising public awareness; cultivating parent, community, and educational champions; and educating policy-makers.

DCSRN exists because of the two alarming achievement gaps in DC:

- The gap between our district and other urban US school districts, and
- The racial gap between the students within city boundaries.

DCSRN believes DC can become a leading urban school district by closing these two achievement gaps. Doing this requires a ground swell of community support. Building this support is DCSRN's purpose.

Job Description

The Executive Director is specifically responsible for:

- Building DC School Reform Now into an effective, results oriented nonprofit organization by:
 - Refining organizational strategic plan;
 - Revising and implementing clear and ambitious goals and measures of success;
 - Revising and implementing organizational strategies to achieve stated goals;
 - Regularly tracking progress toward goals and making adjustments based on results;
 - Developing strategic alliances that increase visibility, boost political will, and bring new resources to school reform in DC;
 - Continue building relationships with effective school reform networks nationwide;
 - Fundraising between \$750,000 - \$900,000 annually to support activities;
 - Managing and building relationships with board of directors;
 - Overseeing and generating annual budget;
 - Managing paid staff and unpaid volunteers to achieve goals;
 - Developing the organizational systems and practices needed for long-term success;
- Building, cultivating, and supporting a diverse network of people to support education reform by:
 - Evaluating, developing and implementing strategies aimed at our 5 key target audiences;

- Managing the technological systems needed to track participants and supporters including overseeing the member database;
- Developing internal staff and external network capacity to effectively organize, recruit and develop potential leaders to become champions for school reform;
- Facilitating and organizing community seminars, trainings, planning sessions, and cultivation activities for the DC School Reform Now network;
- Regularly updating members;
- Managing the Community Organizer(s);
- Developing the year-round and election-based campaigns to organize voters, community members and coalition partners to lead and advocate for positive school reform;
- Understanding and translating federal and district policy and politics into strategic action, community education and organizing;
- Managing political outreach to City Council to influence them to support the school reform agenda; (this is a c4 activity)
- Managing DCSRN's proactive approach to reform while being effectively reactive when needed;
- Managing DC School Reform Now's external communications including media strategy by:
 - Continuously representing the organization at appropriate meetings and seminars;
 - Identifying public relations opportunities and developing strategies to earn positive media attention for the organization;
 - Representing DC School Reform Now at City Council hearings, congressional hearings, briefings, conferences, community forums and other meetings and update the team on the outcomes of such meetings.
 - Fielding press inquiries, pitching stories and building relationships with local media;
 - Facilitating the distribution of targeted research on educational issues to elected officials, policymakers, members of the media and parents;
 - Encouraging and facilitating opportunities for network members to be spokespersons for reform;
 - Building a network of volunteers to regularly respond to news articles and blogs;
 - Working with local and national funders to ensure their understanding of the importance of advocacy to long-term reform;
 - Maintaining regular contact with all supporters and members;
 - Building a local team which is a model for effective communication.

Qualifications

- Strong commitment to education reform in DC;
- Direct experience leading a grassroots advocacy organization;
- Demonstrated record of success in community building;
- Ability to make critical and strategic decisions during moments of intense work;
- Explicit desire to organize diverse community members toward a common goal of education reform;
- Masters degree in education, policy, business, or law preferred;
- Excellent verbal/written skills;
- Effective human relations, communications and interpersonal skills;
- Extensive knowledge of education reform;
- Proven ability to work with people of various ethnic, economic and educational backgrounds;

- Ability to lead sophisticated, politically sensitive decision making processes among a variety of interests including local advocates, elected officials, business people and government entities;
- Ability to take initiative, work independently and function in a team environment;
- Previous successful experience in a new organization;
- Share and demonstrate the core values of DCSRN;
- Bilingual Spanish/English a plus; and
- Flexibility; ability to work evenings and weekends as needed.

Compensation

Salary is competitive and commensurate with experience.

DC School Reform Now is an equal opportunity employer and does not discriminate on the basis or race, color, ethnicity, religion, gender, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parenthood or any other basis prohibited by applicable law.

Contact

Please send a cover letter, resume and two references to info@dcschoolreform.org. Please put ED Candidate in the title line of your email. To learn more, visit our site at: www.dcschoolreform.org/.