Chief Revenue Officer

About ReadWorks

Reading is the gateway to learning, yet America is facing a crisis: 65% of all 4th graders cannot read and comprehend at grade-level. The consequences for young people, their futures, and the costs to the nation are staggering. ReadWorks is a crucial part of the solution to this crisis.

ReadWorks, one of the leading education technology nonprofits in the United States for improving teaching and learning in reading comprehension, provides K-12 educators and students with the content, curriculum, guidance, and tools they need to fundamentally and permanently improve teacher effectiveness and student achievement.

Already, more than 4.5 million monthly active teachers and students are using ReadWorks in 79% of all U.S. K-8 public schools, and in 85% of the highest poverty public K-8 schools.

ReadWorks has an annual budget of $2.5 million and 14 full-time employees. Our organization is currently operating in a fully remote fashion and we will continue to do so for the foreseeable future. Some travel will be expected in this role once it is again safe to do so.

Website: http://about.readworks.org/about.html

Mission statement: ReadWorks is committed to solving America’s reading comprehension crisis and student achievement gap. Driven by cognitive science research, ReadWorks creates world-class content, teacher guidance, and integrated tools that improve teacher effectiveness and student achievement.

Vision statement: Every child in the world can read well with deep comprehension, because all educators teach reading effectively with the superb reading content and research based curriculum they need.

About the Position

ReadWorks seeks a Chief Revenue Officer to strategically scale and multiply the development function of the organization to increase the impact of its work. The CRO will lead the strategic direction and overall management of the organization’s fundraising and revenue-generating operations across a range of funding and revenue sources as we embark on its next phase of growth and scales its impact.

Reporting to the Executive Director, this person will manage a team of three individuals as well as consultants.

Organizational Leadership

● Serve on the leadership and management teams, collaborating with the Executive Director and other senior leaders to help drive the organization’s vision, strategy and cultural development
● Lead, in partnership with the Executive Director and other senior leaders, the development of funding strategies that shape and fuel the organization’s existing and new initiatives
Serve as an external face of the organization to enhance ReadWorks’ revenue generation, impact, visibility, brand recognition, and credibility

Act as a liaison to the Board of Directors, presenting key revenue and engagement updates and ensuring that the Board has the information necessary to meet its fiduciary responsibilities

Support the Executive Director and Chair of the Board to grow the Board of Directors, Advisory Boards, and Young Professionals Board, including a focus on diversifying the representation on them and aligning each with overall organizational goals

**Strategy and Execution**

Drive fundraising, revenue, and other strategies that lead to organizational sustainability and growth, including but not limited to:

- Continue to grow giving from the Board of Directors and Young Professionals Board, as well as leveraging these networks for revenue
- Oversee direct revenue from user community
- Leverage the depth and breadth of the large RW user community to generate new earned and contributed revenue through a variety of partnerships with non- and for-profit organizations, cultural entities, and others
- Manage current and new foundation partnerships
- Grow the newly emerging major donor program

Assess all inbound partnership requests for revenue potential and lead those identified through closure

Act as a lead fundraiser, securing capital from multiple sources, to fund new and ongoing programs

Manage resource spending and allocation, operating within the approved budget, ensuring maximum resource utilization, maintaining a positive financial position

Oversee the maintenance and improvement of fundraising systems and processes to ensure the organization donors and partners are properly stewarded and reporting is timely and accurate

Assure that ReadWorks’ gift acceptance policy is integrated into donor identification, solicitation, and stewardship

**Team Management**

Hire, retain, and mentor a high-performing, diverse team with a commitment to strong staff engagement, equity, and inclusivity; track record of leading a performance-based culture that motivates employees to excellence and promotes accountability

Manage and motivate staff to achieve annual goals, holding team members to a high standard of excellence and accountability

Develop and mentor individual team members to ensure individuals are achieving impact for ReadWorks and developing as professionals

Foster strong cross departmental communication and collaboration, especially with programs and tech teams

**Professional Qualifications**

**Fundraising expertise** – Significant development leadership experience, with a track record of success in developing fundraising strategies and securing six to eight figure gifts accordingly from institutional and individual donors

**Earned revenue experience** - A demonstrated ability to think about a broad range of revenue streams

**Demonstrated ability to build relationships and a pipeline** – Ability to activate networks towards fundraising and revenue goals while also successfully inheriting donor relationships that have made ReadWorks successful to date
• **Strategic thinking** – Demonstrated success developing a compelling strategic vision for increasing stakeholder engagement and improving outcomes, for both institutional and individual gifts, and leveraging data to achieve that vision

• **Critical thinking** – Ability to translate the ambitious vision for which ReadWorks was founded into an effective, testable, and evolving narrative

• **External Leadership** - The ability to distill complex and nuanced messages of the organization’s education mission and programmatic goals to a variety of external audiences

• **Values-Driven** – Alignment with organizational values and operating principles; demonstrated commitment to diversity, equity and inclusion and the ability to serve as an exemplar for an organization's values and foster an inclusive and respectful workplace, as well as a commitment to supporting ReadWorks’s mission of focusing on underserved communities

• **Strategic Leadership** - Ability to communicate our strategy internally and externally to partners, funders, and the public, with the ability to visibly demonstrate leadership and represent ReadWorks in the funding communities

**Personal Characteristics**

• Deeply mission-driven, with a commitment to education and literacy as a potential force for good and a lever for change

• Ambitious with a strong desire to take responsibility and delegate/execute tasks accordingly

• Comfortable with navigating a fast-paced and multi-layered work environment. Experience working remotely and with remote staff is a plus given that ReadWorks is currently a fully remote organization (and will remain at least partially remote post-COVID)

• Supportive, committed to mentoring others

• Collaborative and respectful

• Community-oriented

• Open and direct

• Unquestionable integrity

• Highly empathetic

**Compensation And Benefits**

Compensation for the role is competitive. ReadWorks offers health and dental benefits, a 401k plan, and a culture that is collaborative, hardworking, and fun.

**Equal Employment Opportunity**

ReadWorks is an equal opportunity employer and values diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

**How to Apply**

Please send a detailed cover letter and recent resume to jobs@readworks.org.