



DIRECTOR OF ADVANCEMENT

THE LITERACY LAB

Location—Flexible

[The Literacy Lab](#)



THE LITERACY LAB

The Aspen Leadership Group is proud to partner with The Literacy Lab in the search for a Director of Advancement.

The Director of Advancement will lead the organization's development efforts in order to help close the literacy gap in high-need regions around the country. The Director of Advancement will identify, steward, and grow private and public partnerships to help meet strategic organizational goals while managing the development team. The Director of Advancement will work with regional teams to develop and implement local development strategies in Literacy Lab locations in Washington, DC; Richmond, Virginia; Baltimore, Maryland; Springfield, Massachusetts; Milwaukee, Wisconsin; and Kansas City, Missouri.

The Literacy Lab is a fast-paced, Washington, DC-based nonprofit organization with a mission to provide low-income children with individualized reading instruction to improve their literacy skills, leading to greater success in school and increased opportunities in life. The Literacy Lab partners with school districts to add capacity in high-need schools to close the literacy achievement gap for children before third grade.

The Literacy Lab serves children from age three through grade three. It embeds full-time, rigorously-trained tutors in early childhood centers and elementary schools.

The Literacy Lab recognizes that many high-need schools are faced with the challenge of both an achievement gap and a resource gap. Its approach to this challenge is to provide schools with evidence-based literacy intervention and assessment tools, rigorously trained full-time tutors to implement the model, and a coaching and support structure that ensures the success of the program and students. The Literacy Lab's tutors serve full-time for the entire academic year, which allows them to form strong relationships with school staff, students, and families. Literacy Lab tutors come from a variety of backgrounds and go on to apply the experience they gain in a diverse range of careers. Tutors receive training in the Reading Corps model, an intervention program with proven success, including foundations of literacy, reading interventions, assessments, progress monitoring, data-based decision making, and positive behavior management from The Literacy Lab's coaching staff.

The Literacy Lab is persistent in pursuit of its mission. It devotes energy to what works, and it constantly problem solves to improve its results. The organization believes a solution is within its reach, and it communicates optimism in its work.

REPORTING RELATIONSHIPS

The Director of Advancement will report to the Co-Chief Executive Officers, Ashley Johnson and Tom Dillon. The Director of Advancement will have two full-time direct reports, a Development Manager (in the Kansas City office) and a Development Coordinator (in the DC office); additional capacity is provided by a team of three external grant writing consultants currently managed by the Development Manager but under the umbrella of the Director of Advancement.

PRINCIPAL OPPORTUNITIES

The Literacy Lab's Director of Advancement will have the opportunity to expand the impact of a high-performing organization addressing one of the most important issues in education today: the literacy achievement gap. Early literacy is a root-cause problem: 79% of low-income 10-year-olds nationally are below grade level in reading; failure to provide them with the support that they deserve leads to a cascading set of negative impacts on their future education, health, and employment. The COVID-19 pandemic has exacerbated the early literacy crisis for our nation's most vulnerable children and the Director of Advancement will help lead the charge to engage supporters as The Literacy Lab assists in recovery efforts in school districts across the country.

The Director of Advancement will join an organization that has had great success in development and finance over its decade-long history. The Literacy Lab has met its private fundraising targets and produced a budget surplus every year in its history. This stable financial foundation gives the Director of Advancement the latitude to tap into new sources of funding such as national foundations, individuals, and major gifts while sustaining the current solid bench of long-term funders. This position is an opportunity to help a high-performing organization do more by creatively and persistently pursuing new avenues of support.

Most importantly, the Director of Advancement will work closely with an entrepreneurial team that has ten years of data and evidence to demonstrate its impact on children. The Literacy Lab is making a demonstrable, life-changing difference for the 6,000 children it serves each day. The Director of Advancement will have the opportunity to share these successes with stakeholders who want to be involved in closing the literacy gap and will have the chance to raise the profile of the organization.

–Tom Dillon and Ashley Johnson, Co-Chief Executive Officers

PRIMARY RESPONSIBILITIES

The Director of Advancement will

- collaborate with the Co-CEOs, Regional Directors, and other staff members to design and execute national and regional development plans to generate sufficient operating support for the organization's programs;
- build and manage the development department in line with The Literacy Lab's core values to ensure that team members are developing, challenged, and effective in their roles;
- sustain, grow, and manage key relationships with public and private funders ;
- oversee the organization's public and private grant applications, processes, and reporting to ensure continued funding;
- ensure that all grants, proposals, communications, and presentations are high-quality, compelling, and accurate;

- develop the organization’s individual donor program and annual giving;
- create ongoing, meaningful opportunities to deepen relationships with current and potential supporters through site visits, meetings, and by leveraging The Literacy Lab’s staff in creative ways;
- be an effective and compelling representative for The Literacy Lab at events, site visits, and in meetings;
- uphold high ethical standards in donor communications and relations and ensure compliance with the standards of professional conduct for fundraising; and
- do the most with the least and be a careful steward of the organization’s resources.

KEY COLLEAGUES



Tom Dillon
Co-Chief Executive Officer

Tom Dillon is the Co-Founder and Co-CEO of The Literacy Lab. With a background in foreign language instruction, Tom brings an understanding of language acquisition and linguistic processes to the organization. Tom has experience teaching, coaching, and working in a number of academic programs in the Washington, DC area. Tom earned a Bachelor’s degree in

European Studies at The College of William and Mary and holds a Certificate in Contemporary Europe from the Maxwell School of Citizenship and Public Affairs at Syracuse University.



Ashley Johnson
Co-Chief Executive Officer

Ashley Johnson is the Co-Founder and Co-CEO of The Literacy Lab. Prior to founding The Literacy Lab, Ashley worked as a Special Education teacher and coordinator at public and charter schools in the District of Columbia. Ashley was a Teach For America Metro DC corps member. Ashley earned her Master’s degree in Special Education from American University and her

Bachelor’s degree in History and Political Science from the University of Pennsylvania.



Sarah Reape
Regional Director

Sarah Reape has over a decade of experience serving in the nonprofit sector. She previously worked as a Program Manager with an early education agency, where she recruited and trained volunteers to serve in preschool classrooms in low-income neighborhoods in Kansas City. In recognition of her leadership, talent, and dedication, Sarah was honored as the 2017 Kansas City Emerging Nonprofit Professional of the Year.

Sarah is an AmeriCorps alumna who holds Bachelor’s degrees in Psychology and Spanish and a Master’s degree in Public Administration from the University of Missouri-Kansas City.



Chamelle Gleaton
Director of Operations and Human Resources

Chamelle Gleaton joined The Literacy Lab team after serving as a full-time tutor at Amidon-Bowen Elementary school in Washington, DC. She also served as a Team Lead for The Literacy Lab's summer school program at Wheatley Elementary school. Prior to her two years of service with The Literacy Lab, she worked for four years educating the general public on FEMA's National Flood Insurance Program. She also spent a summer working in a youth development program in Hyattsville, Maryland. Chamelle holds a Bachelor's degree in Business Management from North Carolina Agricultural and Technical State University.



Allen Hess
Director of Finance

Allen Hess is the Director of Finance at The Literacy Lab. Allen is a Certified Public Accountant (CPA) and has extensive experience in providing accounting, tax, and consulting services to various nonprofit organizations. Prior to joining The Literacy Lab, Allen was a Principal with a public accounting firm located in Pennsylvania. Allen has over seventeen years of experience working both in public accounting as well as serving as Chief Financial Officer for a non-profit continuing care retirement community. Allen earned his Bachelor of Science degree from Shippensburg University.



Ivan Douglas
Program Manager

Ivan Douglas is a Program Manager for The Literacy Lab's Leading Men Fellowship Program. He began his professional career as a corporate securities attorney in Washington, DC, and practiced law for seven years before transitioning to the field of education in 2013. Prior to joining The Literacy Lab, Ivan was a high school teacher and program director for a youth male mentoring initiative in DC Public Schools. Ivan received his Bachelor's degree in International Affairs from Emory University and his Juris Doctor degree from the Washington College of Law at American University.

PREFERRED QUALIFICATIONS

The Literacy Lab seeks a Director of Advancement with

- the ability to think strategically and with an entrepreneurial outlook;
- strong management skills and experience leading a team;
- exceptional relationship building and interpersonal skills with a wide variety of audiences;
- excellent analytical skills and meticulous attention to detail;
- outstanding verbal and written communication skills;
- an ability to produce compelling written materials;
- a track record of leadership, taking initiative, and relentlessly pursuing results;

- an ability to adapt quickly to changing circumstances and comfort working in a fast-paced environment;
- an ability to manage projects and teams with minimal direction, a growth mindset, and a can-do attitude;
- an optimistic outlook and a deep commitment to the mission of The Literacy Lab; and
- good working knowledge of Microsoft Office 2010 (or later) software, especially Word, Outlook, and Excel.

A bachelor's degree is required for this position. At least five years of experience in the nonprofit field, development, or related work is preferred.

DIVERSITY, EQUITY, AND INCLUSION

The Literacy Lab was founded with the purpose of bringing about greater equity in society through literacy. The Literacy Lab is committed to creating an organization representing a wide variety of backgrounds and individuals at all levels, all of whom respect, honor, and celebrate the broad range of human differences among us, while also embracing the commonalities we share, and to provide each individual with the opportunity to achieve their full potential as organizational goals are pursued. As an educational institution, The Literacy Lab knows that having a diverse and inclusive organization makes us stronger, leads to greater mutual understanding, and helps us accomplish our mission.

SALARY & BENEFITS

The Literacy Lab offers its team competitive compensation, employer-paid health, vision, and dental insurance, employer-paid short- and long-term disability, employer-paid life insurance, a 403b retirement plan, and paid vacation.

LOCATION

The Director of Advancement may be located in any of The Literacy Lab's current locations: Washington, DC; Richmond, Virginia; Baltimore, Maryland; Springfield, Massachusetts; Milwaukee, Wisconsin; or Kansas City, Missouri.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of The Literacy Lab.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Director of Advancement, The Literacy Lab.](#)

To nominate a candidate, please contact Anne Johnson:

[annejohnson@aspenleadershipgroup.com.](mailto:annejohnson@aspenleadershipgroup.com)

All inquiries will be held in confidence.