

Raising A Reader

Sample Coordinator Job Descriptions



This document contains 3 sample job descriptions for the position of RAR Coordinator. Depending on the size and scope of your RAR program, the role of the Coordinator will vary. Smaller programs often embed the coordination of Raising A Reader within the job scope of current staff. Larger programs often need a dedicated staff person to manage the program.

1. From the United Way of the Bay Area, San Francisco, CA

Job Title: Raising A Reader Coordinator

Summary of Position:

Responsible for designing, planning, coordinating, implementing, monitoring and evaluating services of the Raising A Reader project, a program that promotes daily “book cuddling” between parents and their young children. Childcare centers (or any program where parents/caregivers come on a regular basis) loan each family a numbered Red Book Bag containing high quality children’s books and the book bags are exchanged each week. The program ensures that each provider receives thorough instruction on how to administer the Raising a Reader program. (For more information, see www.raisingareader.org). Meet project goals of getting the Raising A Reader program into 100 sites in San Francisco by the end of first year. Reports to Vice President for Education and Safe Communities.

Key Responsibilities:

- Coordinate countywide implementation, with the first step being to create a community-based steering committee.
- Develop and implement timeline for project development and implementation.
- Research funding sources and prepare funding proposals.
- Prepare monthly reports and oversee management of budget for the project.
- Assists in compiling information and data for the quarterly and year-end reports.
- Assists in grant writing to support program funding.
- Oversee and/or provide information to programs on ordering of materials.
- Provide information/oversight for quality control and inventory delivery.
- Provide training support for project participants and community stakeholders.
- Promote project participation in the community; interface with local libraries and children’s librarians.
- Work with all Children’s Council departments to assure coordination and efficient dissemination of program information.
- Manage relationships with key partners, including the steering committee, funders, etc.
- Develop monitoring and evaluate strategies, track necessary data.
- Oversee preparation and distribution of monthly newsletter to Raising A Reader sites.
- Participate in a growing and developing inter-county Raising A Reader network.
- Ensure project goals are met.
- Perform other related tasks as assigned.
- Participate in Raising A Reader National Headquarters networking events and other projects.
- Maintain open communication with National Headquarters.

Qualifications and Training:

- Bachelor’s degree in Education or Human Services or other related field.
- Three plus years of work experience in early childhood development, education or social services field.
- An interest in education and early literacy.
- Ability to raise funds and promote Raising A Reader program widely.
- Strong administrative capabilities, including computer database management.
- Experience in community collaboration.
- Demonstrated grant writing abilities.

- ❑ Training and marketing abilities; leadership skills, public speaking experience.
- ❑ Problem-solving ability, specifically related to project implementation.
- ❑ Ability to work independently with minimal supervision.
- ❑ Exceptional ability to work effectively with people representing the diverse cultures in San Francisco.

2. From Santa Clara County, CA

Position Title: **Raising A Reader Coordinator**

Position Summary

The Santa Clara County Raising A Reader Coordinator is responsible for coordinating and implementing the Raising A Reader (RAR) book bag program in Santa Clara County. The RAR Coordinator distributes materials, conducts annual trainings, and provides ongoing support to child care providers. The RAR Coordinator facilitates a Steering Committee and works closely with RAR headquarters to successfully meet targets defined in the strategic plan and in the yearly Memorandum of Understanding.

Primary Responsibilities

- Recruit and oversee child care providers for RAR, working with Head Start, child care centers, family care homes, First Five school readiness initiatives, public health home visiting programs and county-wide school districts.
- Conduct annual kick-off and refresher orientations for child care providers.
- Provide ongoing support to child care providers, including site visits to evaluate and mentor providers in need of assistance.
- Order and distribute program materials to child care providers.
- Manage an inventory system of RAR materials, including training materials and classroom kits.
- Facilitate a RAR Steering Committee to guide outreach in Santa Clara County and maintain partnerships for Santa Clara County's portion of the 6-year plan.
- Meet targets defined in the strategic plan and in the yearly Memorandum of Understanding.
- Cultivate and maintain a network of active professional associates including: librarians, child care providers, local city officials, teachers and school district administrators to: a) raise awareness of early literacy and RAR b) promote and advocate for early childhood literacy and c) develop strategies to bridge the gap between early childhood education and kindergarten;
- Coordinate program evaluation.
- Develop and implement a sustainability plan for continuing the program beyond the 6-year fund.

Qualifications

- Effective verbal and written communication skills.
- Excellent public service orientation to deal with diverse populations
- Excellent attention to detail.
- Strong organizational skills to set priorities, manage multiple responsibilities, and meet critical deadlines.
- Knowledge of child development and/or early literacy principles.
- Technical abilities including computer word processing and data management. Working knowledge of MS Excel.
- Ability to speak Spanish highly desirable.
- Ability to work weeknights and weekends when needed.

3. From Raising A Reader Headquarters

The following summary provides a "Year-at-a-Glance" sample for a RAR Program Coordinator (1 FTE):

Primary strengths and skill areas include:

- ◆ Exceptional training and marketing abilities
- ◆ Exceptional skills to establish/nurture community collaboration
- ◆ Excellent organizational skill and ability to multi-task
- ◆ Strong administrative capabilities including database management
- ◆ Although not technically required, a passion around educational & community collaboration efforts is desired
- ◆ *No special knowledge required around early literacy*

Manages Local Key Partners with Raising A Reader

Key partners play a critical role in supporting RAR in the community. Usually a formal partnership agreement is drawn to identify and account for these supporting roles which may include Program Coordinator salary costs, office space, or additional staffing/materials.

Sample key partners: County Library, Head Start

Convenes & Facilitates RAR Steering Committee

A local RAR steering committee is comprised of a diverse group of child-focused agencies and serves as a forum for community-wide early literacy efforts, as well as leveraging RAR in the community, guiding the placement of RAR, and identifying local funding sources.

Sample steering committee agencies include: County Office of Ed; Child Care Coordinating Council; Library System(s); Community Colleges & Universities; School Districts; Health Care community agencies; government agencies - Mayor's Office, Police Dept., Child Service Agency; various Non-Profit agencies

Recruits, Trains, and Supports Program Implementers

Using a train the trainer method, program implementers are trained in the nuts and bolts of the program, advanced early literacy methods, and parent training. Program implementers may be child care providers, preschool teachers, family resource specialists or other direct service providers. Methods include direct phone and in-person support, program momentum activities and incentives for long-term program sustainability.

Sample Timeline and Outreach Numbers

(note: one classroom = 1 teacher + 24 students)

October: Kick-Off Orientations for 20 classrooms

November: Kick-Off Orientations for 20 classrooms

Feb - March: Kick-Off Orientations for 30+ classrooms

Feb: Blue Bag Deliveries/Coach visit to 40 Oct/Nov enrolled classrooms

May +: Blue Bag Deliveries/Coach visit to 30+ Feb/March enrolled classrooms

August - September: Refresher Orientations for 40 Oct/Nov enrolled classrooms

October +: Start Year 2 Kick-Off Orientations

January: Refresher Orientations for 30+ Feb/March enrolled classrooms

Year-Round:

- ◆ Program Coordinator manages and nurtures the program implementers, relationship to the RAR program (some standard, specific tasks reflected in sections below).
- ◆ Maintains database of participating Book Bag classes and potential participants to track numbers, contacts.

- ◆ Offers support through phone calls, direct mail, visits, special events to build a sense of community among participants and foster sustainability within the program.

Quality Management

Coordinator pays regular visits to each site to ensure fidelity to the Standards of Excellence. The Coordinator may choose to use the Site Rubric to assist their evaluation process.

Oversee Blue Bag Distribution

About 4-6 months after the Kick-Off Orientation, the Program Coordinator helps each site host a literacy event that includes the library and parents and is done in conjunction with the blue library bag give-away to the children.

Implementation Evaluation (optional)

An evaluation kit is included with the RAR-licensed materials to assess behavior changes in the families' routine of reading/sharing books with their young children.

Baseline data would be collected prior to the start of the Book Bag Program and post-test data would be collected 3 months - 9 months later.

Oversee Community Awareness Plan

Beyond the collaboration within the RAR Steering Committee, the Program Coordinator attends local child-focused meetings, provides presentations to promote early literacy/RAR, and generally keeps an active community profile.

Oversee Local Media Plan

An on-going media plan is encouraged to boost community awareness of early literacy /RAR and build community support.

Manage Inventory

Since the books, bags, and other program are delivered to the Program Coordinator, an inventory system and storage space must be secured.

Communicate with RAR Headquarters

RAR Headquarters conducts an annual check-in with Program Coordinators as well as sending regular email messages. An annual Coordinator Institute is offered and Program Coordinators are encouraged to attend. Additionally, Coordinators are asked to share any documents they create or any learnings with Headquarters so it can be shared with the entire network. By sharing successes and challenges with all Program Coordinators & Headquarters staff, we can maintain best practices and create a true learning network.