EXECUTIVE DIRECTOR
The Blue Ridge Literacy Council
Hendersonville, North Carolina

Our Vision
A stronger community because literacy is highly valued.

Our Mission
We cultivate literacy skills that promote economic and social success.

The Organization

The Blue Ridge Literacy Council (BRLC) is seeking an experienced and passionate candidate to lead the organization as executive director (ED) and add to its exceptional 30-year history as an incorporated nonprofit.

The Blue Ridge Literacy Council teaches Adult Basic Education and English as a Second Language in the context of student goals including familial, professional, HSE, and citizenship through individual and small group instruction provided by trained volunteers. In addition, BRLC offers programming to at-risk youth, families, and Seniors. Students gain self-confidence and develop self-sufficiency to transform their lives as individuals, parents, students, workers, and citizens.

BRLC, an incorporated non-profit organization serving Henderson and Transylvania Counties, provides highly individualized tutoring to fit the needs of over 300 students through the skilled talents of over 120 volunteers. It is governed by a 15-member board of directors and is staffed by five, including the ED, highly skilled professionals. Its current annual budget is $250,000.

The Position

The new ED must have proven and successful senior management experience, preferably as a leader in non-profit organizational development and fundraising, with the ability to oversee day-to-day operations, and the skill to work collaboratively with the board to guide the organization. The ED must also be a skilled communicator, with marketing and branding skills, and preferably have established relationships in Henderson and Transylvania Counties including government officials and community leaders.

Organizational Priorities

The highest priorities for the new executive director, the board, and the staff over the next 12 to 18 months are:

- Continue to expand and diversify funding sources with a focus on maintaining grant revenue; increasing individual, faith-based, business, endowment and foundation giving; and planning and implementing special events.
- Continue to fulfill BRLC’s goals as identified in its Strategic Plan.
- Continue to support and strengthen BRLC’s commitment to program quality and to its staff, volunteers, tutors, and students.
• Continue to grow the strength of the board leadership through strong communication, active recruitment, and integration and training of dedicated board members. Work with individual board members to maximize their involvement and maintain strong working relationships.
• Continue to develop community connections and build awareness of BRLC and its services and successes.

**Ongoing Responsibilities**

• **Vision, Mission, and Strategies** - Work closely with the board and staff to translate the Literacy Council’s mission and vision into clear strategic directions, goals, and initiatives.

• **Accomplishment of Management and Programmatic Objectives** - Oversee operational and program objectives that support the organization’s strategic goals and lead the staff in their successful implementation.

• **Fundraising and Resource Development** - In partnership with the board, develop and implement appropriate and diversified fundraising and financial development strategies.

• **Fiscal Management** - Create and manage a balanced budget, and various financial and fiscal reports. Ensure that income is managed wisely and that BRLC’s goals serve as the basis for sound financial planning. Ensure that systems and staff are in place to accurately monitor, assess, and manage the financial health of the organization.

• **Human Resources Management** - Foster and maintain a strong staff built on teamwork and collaborative decision-making in a positive and empowering environment. Oversee staff development activities that build leadership skills and motivate performance. Ensure adherence to the personnel policies in all hiring and employment practices. Continue the training, support, and recognition of BRLC’s tutors, volunteers, and students.

• **External Liaison and Public Image** - Serve as primary spokesperson and public face for BRLC, representing it locally and regionally. Continue BRLC’s marketing and branding efforts. Develop dynamic working relationships with diverse constituencies, including government, education and non-profit groups that support the work of the Literacy Council.

**Required Qualifications**

• A history of leadership and management success in the non-profit sector
• At least three years of experience in senior management
• Strong fundraising and relationship building skills with proven experience in foundation, government, business, faith-based, endowment and individual giving. Experience with the Benevon Model and Planned Giving preferred.
• Skilled in financial management of a nonprofit including budgets, reports, Form 990 and daily operations
• Exceptional written and verbal communication skills, strong interpersonal and public speaking skills, and experience with diverse populations and multiple constituencies
• Collaborative leader with an exceptional ability to foster a spirit of cooperation with external partners and among board members and staff
• Demonstrated ability to work with and facilitate strong board development and leadership
• An innovative problem solver, flexible and capable of adapting to changing priorities
• A visionary leader with strong strategic thinking, organizational development, and planning skills
• Strong organizational and time management skills
• Staff and volunteer management experience
• A working knowledge of web research and office technology including Windows, Office 365 applications, Network for Good, Salesforce, social media/Facebook and other technology-based programs and systems
• A demonstrated commitment to a strong culture of teamwork and staff development
• Bachelor’s Degree

Preferred Qualifications

• Background in adult literacy or human services organizational leadership
• Marketing and PR experience
• Bilingual skills
• An advanced degree
• CFRE

Compensation

• The salary range is low to mid-fifties. The Blue Ridge Literacy Council also offers a flexible work environment, 12 paid holidays, a generous PTO plan, health insurance with 80% of premium paid, vision, and life insurance.

Application Process

• To apply, please send a cover letter and resume via email to the Search Committee at search@litcouncil.org. No phone calls please.

Application Deadline: June 5, 2020

For more information about The Blue Ridge Literacy Council, please visit www.litcouncil.org.

BRLC is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.