

## **ABOUT THE WINSTON-SALEM STREET SCHOOL**

The Winston-Salem Street School is a private alternative high school serving the at-risk youth of the greater Winston-Salem area of North Carolina. The Street School seeks to meet the needs of struggling students, many of whom were expelled or dropped out of traditional schools due to academic or behavioral obstacles. Since 2004, the Street School has grown from a single classroom school with a small number of students to a thriving school serving 60 to 80 students each year. Over 170 students have earned their high school diploma at the school with numerous more on track to graduate each year.

The Street School has a strong, experienced faculty and staff dedicated to working with at-risk youth. The Street School also benefits greatly from a large group of dedicated volunteers who work with the students each school day providing additional instruction and tutoring services. In the past five years, the Street School's operating budget has nearly doubled.

In addition to the dedicated faculty, staff, and volunteers, the Street School has established partnerships with its community through local churches, foundations, businesses, and its Board of Directors. The Street School employs a full-time development director that serves and cultivates these valuable relationships.

The Street School's mission to transform disenfranchised members of our community into productive citizens through a quality education sells itself. The present staff and community relationships provide a solid foundation for the school to serve this mission. But while much has been accomplished through the school, much work is left to do. Our desire is to reach even more of our fellow community members in need.

## **JOB DESCRIPTION - EXECUTIVE DIRECTOR WINSTON-SALEM STREET SCHOOL**

The Executive Director holds primary responsibility to ensure that the Winston-Salem Street School fulfills its mission and belief that a quality education is the most effective way to transform many disenfranchised members of our society into productive citizens. The Executive Director will embrace the school's founding principle of a commitment to Jesus Christ and His example of compassion for the poor and forgotten people among us. The passion to serve as modeled by Jesus Christ will be the motivation and example for all the work done through and by the school.

### **CHARACTERISTICS OF THE DIRECTOR**

- Visionary
- Servant Leader
- Spiritual Mindfulness
- Effective Communicator
- Self Motivated
- Team Builder
- Strategic Thinker
- Financial Acumen
- Development Skills
- Innovative
- Good Listener
- Conflict Resolution Skills

### **RESPONSIBILITIES**

#### **Leadership**

- Provides key leadership in executing the vision and mission of the school.
- Builds and oversees staff relationships.
- Works with the board of directors to formulate an appropriate strategic plan to support school goals.
- Clearly communicates, and is passionate about, the vision, mission, and purpose of the school.
- Oversees development, marketing, and promotion of the school.
- Cultivates a Christ-centered culture of service that permeates throughout the students, staff, volunteers, board, donors, and community.

#### **Development and Public Relations**

- Fosters positive school-community relations, provides in-depth information to the community about the school, and seeks to involve the community in the educational ministry of the school.
- Ensures that the mission, programs, and services are consistently presented in a strong, positive image to relevant stakeholders.
- Supports the development plan and is involved in building relationships with individuals, as well as corporate, church, and foundation constituency groups.
- Provides leadership and coaching in fund-raising planning and implementation to the development team.

#### **Staff Management and Board Relations**

- Empowers staff to manage the day-to-day operations of the school.
- Develops an operational plan that incorporates goals, objectives, and budgets that work toward the board-set strategic direction of the organization.

- Supports the board of directors by advising and informing board members, creating opportunities for collaborative work between the board and the staff, and implementing the strategy of the board for the school.
- Oversees the hiring, training, and management of personnel.
- Effectively manages the human resources of the organization according to authorized personnel policies and procedures that fully conform to current laws and regulations.

### **Financial and Facilities Strategy**

- Recommends yearly budget for board approval and prudently manages organization's resources within those budget guidelines.
- Develops strategies for long-term sustainability by identifying and mitigating risks, sustaining growth at a reasonable, steady rate, and performing long-term facility planning.
- Proactively identifies the financial needs of the school and develops strategies to achieve financial sustainability.

### **QUALIFICATIONS**

- Bachelor's or graduate degree, preferably in a field related to the mission and ministry of the Winston-Salem Street School.
- Prior success in fundraising and public relations.
- Passionate commitment to educational ministry for at-risk youth.
- Proven communication skills with staff and across external stakeholders.
- Leadership experience in a comparable size organization.
- Understanding of current trends in education.

## **INITIAL PROJECT FOCUS - EXECUTIVE DIRECTOR WINSTON-SALEM STREET SCHOOL**

Based on conversations with the current Executive Director, faculty, and staff, the Board of Directors has determined the following three project areas for the next Executive Director to focus efforts in the initial stages of employment:

1. Organizational Structure and Job Clarity
  - Define clear job descriptions and roles for faculty and staff
  - Develop annual evaluation and feedback process for faculty and staff
  - Support faculty and staff with potential career growth and fulfillment
  - Provide organizational leadership and vision
2. Community Advocacy and Marketing Strategy
  - Develop communication and marketing strategy that highlights:
    - School's values of breaking cycles of dependence and broken homes
    - School's mission and vision of Christ-like love and service for our disenfranchised youth
  - Develop systems and infrastructure to capture and re-tell the successes and history of the Winston-Salem Street School
  - Develop partnerships to collaborate with existing social, community, and governmental groups to serve at-risk students
  - Coordinate and direct consistent messaging to community
3. Financial Sustainability
  - Develop programs to establish long-term financial sustainability of the Street School
  - Evaluate compensation and benefits packages for faculty and staff in order to recruit and retain faculty and staff