



Look, Listen + Learn TV
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EXECUTIVE DIRECTOR Position Guide

Who We Are

Look, Listen + Learn TV (LL+L TV) is a nonprofit media organization that creates programming to inspire and advance early learning. We feature the brilliance of Black, and Indigenous children, families, and educators of color for everyone to experience. Our work supports social-emotional skills and nurtures healthy interactions that encourage school readiness for 3 to 8-year-olds. The content is anchored in research about what best promotes school readiness, success, and racial and radical joy.

We produce an award-winning television series called [Look, Listen + Learn](#) (LL+L). In the loving tradition of Mr. Rogers, we invite young children to explore books, music, cooking, and more with co-hosts Possum and Auntie Lena. We also offer early learning resources for parents and caregivers to support their early learners beyond the show.

Mission

Look, Listen and Learn TV's mission is to **advance early learning in children of color** through media and television. Our programming is **rooted in brain development research, racial equity, and radical joy.**

Vision

We envision a **future of racial inclusion** where seeing **all children succeed and live into their full potential** is the norm.

Who We Serve

- **BIPOC children** (Black, Indigenous, and people of color) in King County ages 3-8
- **Parents and caregivers** looking to enrich their children's school readiness

Position Summary

The Executive Director reports to the Board of Directors and works in collaboration with the Founder + Executive Producer to lead Look, Listen and Learn TV into a new era. The Executive Director will have overall strategic and operational responsibility for LL+L TV staff, programs, and execution of its mission, while the Founder + Executive Producer will continue to lead our creative direction and the development of our award-winning production.

In addition, the Executive Director will leverage strategic marketing and communication skills to amplify and promote LL+L TV's programming, increase engagement and reach, and build an impact statement that clearly articulates LL+L TV's mission and societal contributions. It will be essential to integrate these efforts with Development expertise to further enhance our brand development and amplification in

pursuit of our vision: a future of racial inclusion where seeing all children succeed and live to their full potential is the norm.

Our Team

Our values of racial equity and social justice, community collaboration, and high-quality production guide our mission and daily work. As well, our collaborative efforts, both internally and externally, are essential to our success. Each position within our team has a specific function, yet all roles work in tandem to ensure LL+L TV operates effectively and achieves its mission.

This Executive Director position is pivotal to LL+L TV's efforts to build and prepare for a new era, following the visionary leadership of our founder. This unique position offers the opportunity to work closely with our Founder, who also serves as the Executive Producer, respectively leading the operational and creative aspects of LL+L TV.

Though we operate in a hybrid environment without a central office, we collaborate virtually on a daily basis and come together in person for key events and meetings. Currently, the team is composed of independent contractors, but our goal is to transform this core team into full-time, exempt staff members to strengthen our foundation and enhance our operational capabilities.

Responsibilities

Specific areas of accountability include strategic leadership, management, operations, marketing and communications, and fundraising.

Marketing & Communications – The Executive Director will amplify and extend dissemination of LL+L programming, tools and resources to BIPOC families and caregivers and the early learning professionals who serve them.

- Build and execute a Community Engagement Expansion Plan to saturate the early learning ecosystem and BIPOC communities with LL+L's free high quality programming in 2025
- Develop a powerful narrative for LL+L, tailoring to audiences (families, community partners, foundations, individual donors) and maintaining integrity to our values of celebrating the brilliance of BIPOC communities and radical joy
- Build a Marketing & Communications toolkit to support the intersection of communications and fundraising (Problem Statement, Value to Families + Caregivers, Benefit to PK - 3rd Grade Providers, Washington State early learning ecosystem and national expansion opportunities)
- Promote and market (seasons 1-5) in current + new markets, acquiring advertising dollars and sponsorships
- Expand viewership, social media engagement and YouTube subscriptions through community partnership development and collaboration with early learning networks



Look, Listen + Learn TV | Executive Director Position Guide

- Lead partnership and engagement with target communities (Indigenous, AAPI, rural, Eastern WA) and aligned partners (pediatric dentists, pediatricians, OB/GYN's, Room to Read, Reading Partners, etc)
- Partner with Pre-K and K-3 early learning champions on the LL+L Work Community Engagement and Communications Advisory Committee to build and disseminate messaging and programming locally and nationally
- Develop metrics and benchmarks to ensure accountability to targets concerning community engagement, partnership development and viewerships; successfully utilize impact metrics to acquire sponsorships and advertising dollars
- Ensure LL+L strategy and activities leverage traditional (social media) and non-traditional community engagement activities to reach and engage communities and families (parades, fairs, farmers markets, events, etc.)
- Strategically plan and execute events and social media to garner sponsorships, and amplify community partner and publisher collaborations (P.A.L. Playdate, Sip, Savor + Share, Storytimes, etc)
- Work with Executive Producer to prioritize speaking engagements (story times, donor meet + greets, etc.) for Auntie Lena presentations

Fundraising – Manage development team in close partnership with communications team, to expand fundraising activities in support of existing program operations and program production expansion.

- Deepen, and refine communications aspects and use external presence and relationships to garner new funding (donors, grants, and sponsorship) opportunities: review and direct financial reporting and management, including cash flow, payroll, and budgeting.
- Donor and funder cultivation and stewardship
- Event oversight
- Fundraising infrastructure and hygiene (giving pyramids, gift acknowledgement processes and protocols)
- Salesforce experience
- Board Engagement- ability to leverage skill sets of talented and diverse board of directors in support of giving, sponsorships and community engagement

Strategy + Management – Alongside the Founder + Executive Producer and Board of Directors, develop the strategic direction and establish both short and long-term goals for LL+L TV.

- Co-lead the development of future business planning, including evaluation of earned revenue streams, diversifying contributed revenue, stewarding organizational partnerships, and increasing visibility of the organization and its programs.
- Work with the board and staff to evaluate the organization's impact in achieving its mission year-over-year.
- Additional responsibilities:
 - Strategic Planning
 - Business Development



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- Impact Analysis including retrospective activities
- New market expansion
- Monitor and maintain organizational systems and policies that support values-based employment practices in compliance with local and federal law.
- Manage employees, including hiring, training, coaching, disciplinary action, and discharge. Collaborate closely with LL+L TV staff and Board, creating a collective environment centered on inclusivity, racial equity, and empathy.
- Review and recommend timelines and resources needed to achieve the strategic goals.
- In collaboration with Board Impact Committee, lead the organization in development, work planning and execution of strategic plan
- Oversee and assist the Board of Directors with the recruitment of future board members. Serve as a non-voting board member.

Operations – In alignment with the organization Mission, Vision and Values, ensure successful and sustainable operations for LL+L.

- Employee handbook maintenance, onboarding processes, department manuals, and organizational policies.
- Adherence to laws and regulations, including legal compliance and annual business licensing renewals
- Creating and managing software accounts and the organizational website
- Contract management for independent contractor agreements, vendor statements of work, grant awards, annual broadcast agreements, and book licensing agreements.
- Financial recordkeeping and business incorporation documents
- Risk management for intellectual property, copyrights, and trademarks
- Filing required IRS documents, and maintaining business insurance and providing insurance certificates for events, funders, and partnerships.

Qualifications

- Senior management experience; track record of effectively leading or scaling a non-profit organization
- Knowledge of leadership and management principles for nonprofit organizations with interpersonal & multidisciplinary project skills
- Demonstrated fundraising experience with the ability to engage a wide range of stakeholders and cultures
- Financial forecasting; Monitor budget to actual performance and create forecasts and budget modifications as needed
- Success working with and leading initiatives related to equity and inclusion
- Strong written and verbal communication skills
- Strong experience in public relations and marketing
- Past success with the Board of Directors with the ability to cultivate new members
- An action-oriented entrepreneurial, adaptable, and innovative approach to business

Compensation and Benefits

- Annual salary range of \$115,000 - \$125,000
- This position is eligible for a monthly healthcare stipend of \$500 which can be used towards medical, dental, and vision insurance premiums or other health-related expenses.

Employment Status

This is a full-time, exempt position operating in a hybrid work environment, with the responsibility of managing a remote team. The Executive Director will be expected to attend meetings, events, and other engagements across the Puget Sound region as needed.

LL+L TV is proud to serve early learners across Washington and beyond. We recognize that there are talented leaders throughout our state, and as we continue to grow and learn, we understand that our best work is achieved when our team members are rooted in their communities and bring their lived and learned experiences to our mission.

We are prioritizing the following geographies to ensure we are fully living up to our mission:

- King County
- Pierce County
- Snohomish County

To Apply

Look, Listen and Learn TV encourages people of color and those who are committed to advancing racial justice to apply.

How to apply:

- Submit a resume and cover letter at [LINK](#). Please include 2-3 references in your materials.
- Applications will be accepted and reviewed on a rolling basis until the position is filled.
- However, applications submitted by the priority deadline of September 13, 2024 will receive full consideration for the role.

Targeted Start Date: November 11, 2024 *(to allow for overlap with Interim Executive Director contract)*

For application questions, please reach out to recruitment@looklistenandlearn.org.

For additional questions regarding the role, please reach out to Afi Tengue, Interim Executive Director (Afi.Tengue@looklistenandlearn.org).