

**Tutorpedia Foundation**  
**Job Description - Operations Manager**

The Tutorpedia Foundation ([www.tutorpediafoundation.org](http://www.tutorpediafoundation.org)), established in 2009, is a 501(c)(3) nonprofit organization whose mission is to provide high-quality, personalized tutoring and related educational services to underserved students. We believe that one-on-one tutoring and mentoring is the most effective way to improve student academic achievement and close the achievement gap.

The Tutorpedia Foundation is growing rapidly. We are seeking a highly qualified Operations Manager (OM) to create and implement a strategic marketing and fundraising plan for the Foundation. The OM will be an integral and essential member of our small team, and will work closely with the Executive Director, Program Director, and Board of Directors. This position is funded by a grant for 2012; it is our expectation that the candidate will secure sufficient funding to ensure the sustainability of the Foundation in general and the position in particular.

**Primary Duties & Responsibilities:**

- Create a fundraising plan for 2012 to focus on three primary sources of revenue: events, major gifts, and grants
- Conduct a situation analysis of Tutorpedia Foundation, including a SWOT analysis and survey of competitors and potential partners
- Develop individual marketing strategies to serve different schools, organizations, and students around the Bay Area
- Secure donations from a diverse constituency including corporations, individual donors, and foundations
- Purchase, install, and administer comprehensive CRM and IT infrastructure (eg. Salesforce.com) to integrate our donor database, email marketing, and website functionalities
- Segment constituency via highly personalized communications
- Keep track of all donor relationships with software's moves management system
- Submit 10-15 carefully targeted and researched grants
- Identify 3-7 major donors who would potentially serve on the Foundation's Board of Directors or Advisors
- Coordinate dinner and house parties and other networking events with potential and current donors
- Send out quarterly e-newsletters to donors and partners
- Manage donor relations: mail thank-you letters, call donors to thank them, solicit donor feedback, and resolve any fundraising issues
- Create press releases and make regular contact with media lists, with the goal of positive earned media to establish strong brand identity
- Manage print and online marketing collateral for the Foundation
- Manage [www.tutorpediafoundation.org](http://www.tutorpediafoundation.org)
- Plan and carry out successful end-of-year fundraising event

### **Evaluation Criteria**

Success will include the completion of a well-articulated marketing and fundraising plan. Both of these plans will include goals, objectives, strategies, and key actions tied to deadlines to be carried out by the Operations Manager, Executive Director, Board members, and consultants.

Goals:

- The submission of 10 to 15 competitive grant applications, resulting in at least \$80,000 of funding or pledges;
- Successful delivery of our end of the year event, which will include 200 attendees, \$20,000 in profit, and a template in place for making this our signature annual event (See <http://www.youtube.com/watch?v=0ny2III4uIY> for 2011's Annual Fundraiser: *A Conversation on Personalizing Education*)
- One networking event (such as a dinner party) with prospective major donors and board members;
- The implementation of a major gifts program that focuses on the identification and stewardship of three to seven new donors capable of making donations above \$5,000 by the end of 2012;
- The delivery of a well-received quarterly newsletter to students and their families, teachers, partners and donors using the integrated database/email features of our Salesforce.com or related software; and
- Three press releases about our work with at-risk students resulting in at least one earned media story in a highly regarded local media outlet (e.g., San Francisco Chronicle or KRON TV)

Secondary measures of success will include the number of students successfully served by the Tutorpedia Foundation, the completion of a strategic plan, and the quality of strategic partnerships we form with like-minded organizations.

### **Desired Qualifications & Experience:**

- Bachelor's degree in marketing, communications, nonprofit administration, or other similar fields
- At least 2 years experience with marketing or communications
- At least 2 years experience with fundraising or nonprofit administration
- At least 2 years experience with grant writing, ideally for education-related nonprofits
- Familiarity with the nonprofit and education spaces in the San Francisco Bay Area
- Prior experience as a teacher, tutor, or educator (preferred)
- Bilingual, Spanish language (preferred)
- Quick learner and passionate about working with a small team
- Excitement about working in a start-up environment
- Comfort with IT and design systems: CRM, Quickbooks, Google Apps, MS Office, Adobe Create Suite, social media, and email marketing
- Excitement about working with passionate educators and with an innovative, progressive organization at the forefront of the nonprofit and education spaces
- An interest in equity and social justice, especially as they relate to education
- A sincere desire to make a difference in the lives of deserving young people who could not otherwise afford essential services

**Compensation & Benefits:**

- Competitive 0.5 FTE (~25 hours/week) salary to start (funded by a grant), with the expectation that sufficient money will be raised in order to turn this into a full-time position by fall 2012
- Health Reimbursement Plan
- Four weeks paid vacation, plus major holidays off
- Flexible schedule with ability to work onsite and remotely
- Work closely with Executive Director, Program Director, and Board of Directors in a fast-paced, highly-motivated start-up environment comprised of passionate educators

To apply for this position, please send a thoughtful cover letter and resume to [seth@tutorpediafoundation.org](mailto:seth@tutorpediafoundation.org) with "Operations Manager" and your name in the subject heading.

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## ABOUT THE TUTORPEDIA FOUNDATION

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The mission of the Tutorpedia Foundation is to provide high-quality, one-on-one tutoring to low-income students. The Foundation's goal is to improve the high school graduation rate of the Bay Area's underserved student population, as less than 50% of low-income students currently complete high school.

In the 2010-11 school year, the Tutorpedia Foundation provided over 1000 hours of free or reduced-cost tutoring to 60 underserved students, with 90% of these students showing improvement in grades, test scores, and school engagement.

The long-term objective of the Tutorpedia Foundation is to gradually increase the number of one-year full or partial scholarships from 80 students in 2011 to 400 students by 2015, with a total number of students tutored to 1,000 by 2020. Our success of these students would be measured by a 90% high school matriculation rate.

### ***Our tutoring approach***

We understand that to truly make an impact with at-risk urban youth, our tutors need to begin at a point that aligns with a student's worldviews and personal circumstances. The Tutorpedia Foundation places a great deal of importance on facilitating learning experiences that are relevant to students' personal lives, are appropriately rigorous, and are individually tailored to each student.

Our goal is to help each student make a one-letter grade improvement for at least one academic subject and a 10% increase in test scores, with our long-term goal as high school graduation for each of our students. Tutors meet with students once a week for 30 weeks during the school year, which we have found is the minimum number of hours required to reach our academic goals for students. We tutor students in math, science, English, history/social studies, and foreign language, with a primary focus on math and English. Tutors also work on developing effective general study skills and organizational and time management strategies with students – in short, our emphasis is on teaching students how to learn on their own.

In order to ensure that tutoring works in concert with the student's in-school experience, tutors will meet initially with parents and teachers to assess the students' specific needs and goals, and provide monthly updates to parents about their students' progress and achievement. Tutors will maintain their current practice of regular communication with teachers and parents through progress reports drawn from Session Notes completed after each tutoring lesson. In addition, tutors will visit the teacher's classroom and observe their students' class at least once a semester. Tutors will continue to provide parents with as much information as possible, and further encourage parent participation and inclusion. This way, they can keep up with the material being covered in class, develop a more holistic perspective on their students, and build a stronger relationship with parents.