



Position Prospectus

4450 Capitola Road, Suite 106
Capitola, CA 95101

Capitola, California
October 10, 2017

Chief Executive Officer

Application Deadline: November 10, 2017 5:00 pm

The Organization

With 10 employees, hundreds of volunteers and a 1.6 million dollar annual budget, United Way of Santa Cruz County is a nationally recognized, award winning, health and human service organization serving Santa Cruz County and San Benito County, California.

Its mission is to ignite the community to give, advocate and volunteer so that youth succeed in school and life, residents are healthy and families are financially independent. The United Way is well known and respected for its work in convening the community to develop strategies to solve complex community problems. Working with donors and community partners in business, government and the non-profit sector, United Way crafts solutions to make long term, sustainable policy and system changes to achieve its goals.

The United Way annually sponsors the Community Assessment Project (CAP) which reports progress on hundreds of community indicators that measure the quality of life in Santa Cruz County. The CAP conducts a bi-annual survey of the county's households to determine family well-being. The United Way also supports 211, the 24/7 information and referral helpline for the people of the county.

United Way's revenues are nearly equally divided between contributions from individual and corporate donors and grants and contracts from governments and foundations that support its community organizing initiatives and programs.

In addition to workplace campaigns, United Way serves donor affinity groups including Women in Philanthropy and the Emerging Leaders' Circle.

Every three years United Way selects funded partner programs to achieve its goals and results. Partner programs work closely with United Way Community Organizing initiatives to implement their strategic plans.

The community organizing initiatives include:

- The Youth Violence Prevention Task Force which works to create an equitable, united, and safe county where all youth are engaged in family, school and community, have a sense of safety and wellbeing, feel they have a voice and are empowered to use it, and are able to access opportunities for successful transition into adulthood.
- The Children's Network, a collaborative group that coordinates countywide services for children and families.
- Community Prevention Partners which brings together a diverse group of stakeholders to act on policy, community design and social norms that influence a youth's access to alcohol, marijuana and prescription drugs.

- Go for Health! a collaborative to address the many factors that impact obesity and health and Jovenes SANOS whose mission is to grow powerful, skilled young leaders who work toward creating a culture of health and thriving Watsonville community by increasing access to healthy eating and active living.
- Community Corrections Partnership, which aims to provide accurate information to the community regarding Public Safety Realignment and other criminal justice reforms and reentry issues.
- Smart Solutions to Homelessness, which seeks to create a Santa Cruz County that is well-informed about the issues that create homelessness and engages homeless individuals and the public in building solutions.

The County of Santa Cruz

Santa Cruz County has approximately 270,000 residents and is situated in the northern area of Monterey Bay, 70 miles south of San Francisco and 35 miles southwest of the Silicon Valley. The County's natural beauty is apparent in its pristine beaches, lush redwood forests, and rich farmland. It has an ideal Mediterranean climate with low humidity and approximately 300 days of sunshine a year. Its unique shops and restaurants coupled with a multitude of cultural and recreational activities, including theatre, music, art as well as golfing, surfing, and biking, offer a wealth of leisure activities. Higher education includes Cabrillo College and the University of California, Santa Cruz, with two additional State Universities less than an hour drive away. These elements of high quality living make Santa Cruz County one of California's most desirable living areas and, as such, the cost of housing is high.

Position Mission

The Chief Executive Officer (CEO) is the strategic leader and most visible spokesperson and advocate for the United Way of Santa Cruz County. The CEO provides primary support to the Board Chair and the Board of Directors. Direct reports to the CEO include: The Director of Community Giving and Marketing, and the Director of Community Organizing and the Directors of Finance. The CEO represents the United Way in many communitywide initiatives and is the primary liaison to the United Ways of California and United Way Worldwide.

Challenges for the First 24 Months

- Support the Board in completing the transition from a traditional community workplace campaign based organization into a multi-segment philanthropic program with goal to grow financial resources by 100% over a five year period.
- Develop a portfolio of partner programs and community organizing initiatives that are well aligned with the Community Needs Assessment.
- Provide leadership to the Board in development of a new business model that is responsive to established mission and vision and the situation faced in the local and national policy context and the environment of Santa Cruz County.
- Develop relationships with stakeholder groups including elected officials, businesses, non-profit agencies and donors to create a credible position in support of the new business model.
- Develop the staff organization for alignment with the new business model and to achieve a high engagement workforce.
- Lead the renewal of Community Assessment Project.
- Develop a five year financial plan that reflects the new business model and is responsive to Board metrics and expectations for financial sustainability.

- Provide for the ongoing strategy development as United Way continues to adapt to the needs of Santa Cruz County.
- Collaborate with the Board in the development and execution of plans to partner with others for strategy and /or financial resources to achieve the transformational goals.

Candidate Qualifications

The successful candidate will ideally possess the following qualifications:

Education and Experience

- A Bachelor's degree or Master's degree (preferred) Degree in a human services related field, business or community development;
- At least five years progressive responsibility in human services fundraising and/or sales and marketing;
- Demonstrated experience in successful fundraising including two or more of the following: workplace campaigns, individual and major donors, affinity groups, and foundation and government grants;
- Experience in community planning and needs assessments;
- Experience in administration of human services or related programs;
- Experience in working well with volunteer Board of Directors and other highly skilled volunteer leaders;
- Experience in supervising and developing diverse staff;
- Experience in effective public policy advocacy at the local, state and/or federal levels;
- Experience in working collaboratively with multiple community partners toward a common goal and shared agenda.

Additional Qualifications

- Knowledge of organizational operations including human resources management, fiscal management and performance measurement and improvement;
- Knowledge of social science research related to evidence based practices in community health and/or community development;
- Exceptional presentation and writing skills to effectively present key data, create succinct written communication, and simplify complex messages as needed for diverse audiences;
- An open and participative management style with demonstrated capability to manage, mentor and grow a team towards identified targets and goals.

Ideal Candidate

The ideal candidate will possess the following:

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| • Strong and inspirational leader | • Detail-oriented and data driven |
| • Analytical thinker | • Approachable and team player |
| • Articulate and motivating communicator and active listener | • Strategic multi-tasker |

Compensation

The salary range is \$112,082 to \$151,281. The starting salary is dependent on the successful candidate's years of relevant experience and education.

Benefits

- United Way offers a generous benefits package including health and dental insurance, life insurance, vacation and holiday time off and sick leave.

Application Process

Please email letters of interest and resume to:

United Way of Santa Cruz County

Board of Directors

Care of Annette Kypreos

KypreoAM@sutterhealth.org

Application Time Table

October 10, 2017 position announced

November 10, 2017 at 5:00pm all applications to be received for consideration

Week of November 13, 2017 candidates called to schedule interviews

November 28, 29, and 30, 2017 interviews with selected candidates

Week of December 4, 2017 position offered to selected candidate

January 3, 2018 (or mutually selected date) candidate assumes position.

United Way is an equal opportunity employer.