

## United Way of Anchorage President & Chief Executive Officer

***The Board seeks a CEO to drive shared and measurable goals that strengthen civil society, and stimulate growth of financial, in-kind, volunteer and other donated support contributed by individuals, business, labor and philanthropic organizations.***

***The CEO will have experience working with people of different cultures, and exhibit the ability unite the region's private, public, and nonprofit sectors in support of philanthropy and programs that improve lives in Anchorage and Alaska.***

**United Way of Anchorage** has been “the glue” of Anchorage for 62 years by convening and mobilizing companies, volunteers, nonprofit agencies and community resources to achieve bigger outcomes than any could accomplish alone. Today's United Way **works with partners** to build a strong Anchorage by mobilizing the caring power of the community, and focus action, advocacy and investment in support of community goals to demonstrably advance education, income and health outcomes — the building blocks for a good life for all.

Annually United Way raises about \$9M from over 5500 individual and corporate donors, public and private grants, and earned revenue. The organization has a staff of 40, a Board of 25, and annually orchestrates 15,000 volunteer hours. Key focus areas include:

- Increasing the high school graduation rate
- Reversing chronic absenteeism in school
- Increasing kindergarten readiness
- Making homelessness rare, brief, and non-recurring
- Increasing health insurance enrollment and access to health care
- Connecting Alaskans to services through Alaska 2-1-1

The CEO will be a **highly motivated, deeply experienced, visionary and imaginative** executive able to unite the community behind funding, action and volunteerism to improve education, financial stability, health and other programs addressing a broad range of complex social issues.

A tireless fundraiser and advocate, the CEO will help shape a United Way that delivers indispensable, evidence-based value to donors, partners and the community in the form of knowledge, services, volunteerism, convenings, advocacy, public recognition and impactful results.

Key to the CEO's success is the ability to cultivate networks, influential relationships and partnership that leverages United Way's unique position to proactively increase visibility, reputation, competitive advantage and investment that turns philanthropy into action.

This is an organization that cares about people and that helps the community to pull together in order to solve complex social problems. The CEO must have a practical sense for what works, value delivered to different communities and causes, evidence of impact, and for effective, efficient back office operations.

***The CEO will be a visionary thinker, community engager, change agent, cheerleader, and tireless fundraiser - a doer with passion for building collaborations that shape a strong Anchorage.***

## **BASIC FUNCTION**

Reporting to the Board and working closely with the Board's Chair and Executive Committee, the CEO will lead, integrate and scale the organization by enhancing the organization's:

- Effectiveness in convening and catalyzing the community around common goals and achieving positive lasting changes;
- Fundraising penetration throughout diverse sectors of the Anchorage and Alaska business community; direct solicitations of corporate, business and staff/labor donors (including individuals at all levels); and event-based fundraising activities;
- Financial controls and reporting, technology infrastructure, operational efficiency and internal workflows;
- Partnerships and investments with non-profits and service providers leveraged to achieve outcomes; design and reporting of metrics of success/impact; delivery of impact reports to corporate, business and individual donors;
- Talent acquisition, retention, training and career development;
- Advisory services and support to-community partnerships;
- Branding, market position, the organization's value proposition to donors and partners, messaging, communications (including website & social media), public recognition of donors and partners, and advocacy.

The CEO will manage a highly motivated team, and will be the chief advocate and fundraiser for the organization. The CEO will ensure that the organization is effective in driving real lasting social change and that the resources to support this work are expanded through organic growth, possible mergers and by providing outcomes that are a value to donors and partners. Specific responsibilities include:

### **LEADERSHIP & VISION**

- In partnership with the Board and management team, provide vision, inspiration and material help to community partners including non-profits, business, government and other service providers to collectively create positive community impact; able to inspire donors, community leaders, partners and the United Way Board and staff to increased contribution of resources in support of community change; strategic thinker and articulate about publicizing the mission of the organization.
- Provide day-to-day management while maintaining an organizational climate that attracts, retains, and motivates a diverse, high-quality staff and Board.
- Explore opportunities for growth; focus on strengthening and creating new partnerships and relationships among members of the broader business community and nonprofits; understand the unique circumstances and needs of different nonprofits and their constituents; understand the community, political and other leaders and influencers in the theater of operations and region in which the organization is active.

### **FUNDRAISING, COMMUNICATIONS AND VISIBILITY**

- Provides world-class experiences for donors, volunteers and advocates to get involved in and support causes they care about in ways that are engaging, meaningful, and

transformative;

- Enhance, strengthen and diversify contributed and earned revenue streams, bringing a sense of innovation and experimentation to the process of evolving United Way's fundraising approach; develop fundraising processes and targets, and involve all staff and Board actively in advocacy and solicitations; personally drive individual and institutional major gift/grant solicitations, planned giving solicitations from individuals, and revenue from fee-for-service or grant-for-service advisory activities delivered to donors and nonprofit constituents;
- Conduct public speaking and community outreach with the goal of building increased visibility, funding and other kinds of support for the organization; develop a group of volunteers that support the work of the organization;
- Expand the public's understanding of the organization's work; ensure that the mission and values are clearly and effectively conveyed through its communication, website and social media; provide public recognition to donors and nonprofits for their contributions to a strong Anchorage.

#### PROGRAM SERVICES

- Maintain the high quality, cost-effectiveness and high leverage of the organization's programs and services; integrate and continually evaluate existing programs and seek ways to improve efficiency without compromising quality; provide leadership and direction on how to infuse effective technology into programs;
- Build on successful advocacy initiatives to engage partners, influencers, thought leaders and other advocates to promote change that strengthens the Anchorage nonprofit ecosystem that helps interconnected supportive organizations, businesses, and government agencies and the overall community flourish;
- Continue to foster a strong service orientation that is innovative, compassionate, driven, professional and evidence-based; develop metrics to highlight where programs and change efforts are effective and where need is greatest.

#### GENERAL MANAGEMENT, FINANCE AND ADMINISTRATION

- Ensure that the day-to-day operations and programs are professionally and efficiently organized and administered; ensure proper administration of contracts, compliance with relevant employment laws and other legal requirements;
- Oversee recruiting, retention, motivation and evaluation of staff; develop a sense of ambition, ownership and accountability among the leadership team;
- With the CFO, maintain the organization's fiscal health; ensure that the organization adheres to a sustainable financial plan based on a Board-approved annual budget; ensure that actual financial performance positively tracks budget and operating plans; foster an atmosphere of transparency and accountability in matters relating to the organization's financial condition.

#### BOARD RELATIONS

- Become familiar with and advance the combined organization's Governance Policies; develop, recommend and implement policies, program goals and objectives; provide

ongoing communication to the Board on critical matters related to the organization's continued success;

- With the Board Chair and Executive Committee, coordinate the efforts of regular and ad hoc committees; develop Board meeting agendas, schedules, retreats and other activities in concert with the Executive Committee;
- Assist the Board in identifying and recruiting new Board members whose talents, backgrounds, commitment and interests are congruent with the needs and mission of the organization, particularly with the goal of strengthening connection to Anchorage business leaders and diverse communities.

### **REQUIRED QUALIFICATIONS and CHARACTERISTICS**

The CEO will be an experienced leader possessing the following key qualifications:

- Demonstrated success as philanthropic and/or business development leader and proven senior-level management, operating, problem solving and financial experience in an applicable nonprofit, business or public-sector organization; a degree or equivalent experience in management, fundraising, nonprofit leadership or other applicable field is desired, but please note that past accomplishment trumps educational pedigree; exposure to the challenges of nonprofit fundraising is preferred;
- A visionary open to different perspectives and practical approaches; a life-long-learner focused on evidence, data and trends who is able to shape programs that are effective, highly leveraged and sustainable;
- A track record attracting substantial financial support for nonprofits from businesses, individuals, government sources and foundations will be important; sales experience of some type, that also involves building on-going relationships based on value continually delivered to customers will be critical;
- Experience working on civil society issues with business and nonprofit leaders, advocates and professionals of different backgrounds and from a variety of communities is preferred; staff or board service to nonprofits, as advisor or partner to civil society organizations, or equivalent is important;
- Outstanding oral and written communication skills, including excellent public speaking skills for formal and extemporaneous presentations to a wide range of diverse audiences;
- A person who is decisive and resourceful, with the organizational sensitivity to gain the support and confidence of the Board and staff at all levels; sensitivity to issues of diversity and empowerment, with the ability to help the Board and staff evolve to enable connection to diverse donors and grantees; the ability to proactively navigate and manage effective change, sometimes difficult change, while retaining support among people with varying perspectives and interests;
- A team builder, confident and competent, who understands the subtleties of recruiting, motivating, directing and retaining a diverse group of personalities with different work styles; a current understanding of Alaska and Anchorage communities will be useful, an enthusiastic embrace of Anchorage and its diverse peoples is absolutely indispensable;

- An individual with outstanding human qualities; one who is straight-forward, shares information easily, listens as well as offers advice, and respects the abilities of others; someone who exemplifies trust and integrity, and guides others in a similar vein; an individual possessing a sense of humor, able to maintain balance and perspective.

**For more information, please contact:**

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