Executive Director
Healthy Mothers, Healthy Babies Coalition of Georgia

POSITION PURPOSE
The Board of Directors seeks a dynamic leader to serve as the next Executive Director (ED) of Healthy Mothers, Healthy Babies Coalition of Georgia (HMHBGA). The ideal candidate is an experienced nonprofit leader with a passion for improving maternal and infant health and a track record of securing funding to advance programming resulting in positive outcomes. This executive supports a talented and diverse team providing overall leadership, strategy and direction for the organization and oversees programs, operations and fundraising. The next leader of HMHBGA will implement the vision, internally and externally, of a state where every mother and baby has the resources and support to be healthy and thriving. The executive director has primary responsibility for the daily management of the operation of HMHBGA and for developing and implementing the Coalition’s fundraising plan. Working in concert with the Board of Directors and Organizational Management Committee, the ED develops a strategic plan that works toward this vision, translates the plan into annual action, and spurs board, staff, external partners, and state-wide influencers to action. The ED will expand the reach of HMHBGA’s programs throughout Georgia and will ensure intended outcomes for Georgia’s families. He or she will make it a priority to preserve and build upon the collaborative spirit that exists internally with the board and staff, and externally with the larger nonprofit community, government officials and other stakeholders.

THE ORGANIZATION
Since 1974, Healthy Mothers, Healthy Babies Coalition of Georgia (HMHBGA) has been the strongest statewide voice for improved access to healthcare and health outcomes for Georgia’s mothers and babies. HMHBGA is the only organization in Georgia that focuses on the full spectrum of maternal and child health concerns from prematurity to maternal mortality with programs serving more than 40,000 families across Georgia each year. As a statewide organization, HMHBGA is dedicated to serving families in all 159 counties across the state with the mission to improve maternal and infant health in Georgia in three ways: (continued on next page)
• **Access to Vital Resources:** On behalf of the Georgia Department of Public Health, HMMHBA operates the Georgia Family Healthline, Children 1st high-risk screening line, and Help Me Grow Georgia to provide callers with appropriate referrals and resources across the state. HMMHBA also operates the Prevent Child Abuse Georgia Helpline on behalf of Georgia State University.

• **Advocacy:** In a non-partisan role, HMMHBA engages with legislators as well as medical, business and other community organizations to encourage fiscally responsible policies that promote access to care and improved health outcomes for women and children.

• **Education:** HMMHBA provides evidence-informed prenatal education across the state through collaboration with other community organizations and clinicians. HMMHBA also works to educate and build capacity for healthcare providers and public health professionals working in maternal and infant health across Georgia.

Please see Fast Facts and visit the website, [www.hmbg.org](http://www.hmbg.org), for additional information.

**Fast Facts**

- Location: 2300 Henderson Mill Rd #410, Atlanta, Georgia 30345
- Budget: $1 million
- Direct Reports to the ED: Operations Manager, Call Center Manager, Director of Programs, Research & Policy Analyst, Communications Associate, Development Associate
- Employees: 19 including the executive director
- Board members: 14 voting and 3 emeritus (up to 25 authorized in the bylaws)

**Values**

- **Inclusivity** – We serve all Georgians, especially those who do not have a voice in policymaking.
- **Professionalism** – Our staff and board members’ expertise and contributions are valued. *(continued on next page)*
Values (continued)

- **Diversity** – Our common goal is enhanced by our diverse backgrounds.
- **Respect** – We serve and treat our callers, members, volunteers, staff, and board with respect and care.
- **Innovation** – We support new and better ways to solve old problems.
- **Passion** – We are tenaciously committed to improve access to healthcare for Georgia’s women, infants, and families.
- **Integrity** – We act with integrity that justifies trust and take responsibility for our relationships and results.
- **Partnerships** – Our relationships with nonprofit, government, and philanthropic organizations are unique and strengthen our ability to collaborate, convene, leverage and achieve change.
- **Pursuit of Excellence** – We adapt and learn from both our successes and challenges.

**COMPETENCIES OF QUALIFIED CANDIDATES**

To reach the vision of HMHBGA, achieve the goals of the current strategic plan, and to fulfill its mission, the successful candidate should have the competencies listed below.

**Strategic Leadership**

The successful candidate will demonstrate a history of:

- Working with a board and staff in a leadership role to develop a strategic plan that was, or is currently being, implemented successfully including developing supporting plans for revenue, systems, human resources, and programs required to meet goals of the plan.
- Ensuring board and staff members have clear roles in achieving the strategic plan, as well as plans for accountability and deadlines.
- Identifying organizational and programmatic indicators of success, measuring baseline performance, collecting data to assess the work, and utilizing evaluations to make program and operational changes for continuous improvement. *(continued on next page)*
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- Understanding of state legislature and state policy processes with demonstrated insight into the operations of state and local governments and the agencies that deliver services to children and families, or a related population.
- Dedication and commitment to diversity and inclusion in all its forms with experience leading diverse groups of stakeholders to achieve a common goal.

**Fund Development**

A strong candidate will have a track record of:

- Developing, implementing and evaluating a diverse and sustainable funding strategy, cultivating existing donors and developing new donor relationships in order to meet resource needs for continued growth and effectiveness.
- Identifying, negotiating, securing and managing large grants and contracts from government entities, foundations, and corporate partners with compliance in implementation and reporting.
- Attracting significant resources by leveraging relationships, building trust and credibility, and fostering support to advance the mission.
- Identifying opportunities for growth and building new revenue pipelines, including strategies for online giving, sponsorships, event revenue, membership fees, giving campaigns, major donors, etc.
- Developing, documenting, and implementing a marketing and public relations strategy to educate, advocate and build awareness resulting in donor support.
- Designing, executing and/or supporting major fundraising events and other fundraising campaigns.

**Relationship Building and Communications**

A qualified candidate will be known for:

- Possessing strong interpersonal skills to nurture existing relationships with donors, partners, influencers, and identifying and building the relationships essential to achieving the vision of the organization. (continued on next page)
Collaborating with partners and other key stakeholders to strategically approach initiatives for advancing and maximizing impact.

Communicating effectively internally with employees and the board, and externally with all stakeholders positively influencing others to achieve results that are in the best interest of the organization.

Effectively presenting information to board of directors, large groups/organizations and other stakeholders, and speaking with evident passion about a topic of importance, combining facts with stories in a mix appropriate to the audience.

Working with a board to capitalize on individual members' respective skills and passions while motivating them to engage and leverage their networks for funding and expanding the constituency of the organization.

Team Management and Talent Development

The successful candidate must have a verifiable history of:

- Utilizing performance evaluations and other planning tools to create short and long-term strategies for staffing as the organization changes and grows.
- Establishing trust and fostering a vibrant, respectful and inclusive environment demonstrating commitment to seeking and securing diversity of ideas.
- Developing performance and leadership through support, education, coaching, mentorship, and opportunities to stretch their capabilities.
- Working cooperatively and effectively with others to build consensus, set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- Empowering and engaging a team, leveraging their expertise and ideas, and providing opportunities for staff to develop decision-making and problem-solving skills.
- Maintaining a culture of team and individual accountability, along with systems and communication tools to ensure an efficient team.
Operational Excellence

Candidate will have demonstrated success:

- Developing and managing a budget, setting and meeting goals for long-term financial health, with evidence of planning for internal capacity, cash flow needs, and investment in growth.
- Establishing and maintaining the systems to collect data, develop compliance, measure outcomes, and adjust programs as appropriate based on the information gained.
- Demonstrating a willingness to be flexible, versatile and intuitive in adopting an acceptable pace of innovation in a changing environment, at the same time improving effectiveness and efficiency.
- Negotiating and overseeing programmatic, financial and contractual deliverables of service contracts.
- Drafting and implementing internal controls, policies and procedures to ensure compliance and organizational effectiveness.
- Evaluating opportunities and identifying appropriate balance of activities and programs for impact and alignment with funding sources and earned-revenue potential.
- Monitoring progress against the strategic plan and corresponding budgets, making recommendations to the board to capitalize on successes, make course corrections, and mitigate unforeseen issues.

CREDENTIALS

Education

Bachelor’s degree required; a graduate degree in a relevant field of health, public administration or business preferred.

Relevant Industry Knowledge

The successful candidate will demonstrate progress with systemic issues through programs and influence. Exposure to advocacy related to maternal and child wellbeing may be an advantage but is not necessary. HMHBGA’s board does not seek a deep subject matter expert but rather an executive who has demonstrated success in strategic planning, fundraising, team management, partnership building, and operational and financial management.
OTHER INFORMATION

Equal Employment Opportunities
HMHBGA provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Identity and Employment Eligibility Verification
In compliance with federal law, the candidate hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form (I-9) upon hire.

Evenings, Weekends & Travel
HMHBGA holds special events that may require the ED to work occasional evening and weekend hours. Because HMHBGA is a statewide organization that serves all 159 counties, the ED must be willing and able to occasionally travel statewide to manage productive working relationships with key community leaders, funders and elected officials.

TO EXPRESS INTEREST
HMHBGA and the Georgia Center for Nonprofits (GCN), which has been engaged to conduct this search, invite your participation in this outstanding opportunity. To express interest or seek further information, please send your resume or questions via email only to searches@gcn.org. Please send information via email only.

GCN's Process
We regret that we are unable to speak with each individual. We will acknowledge receipt of your credentials by email and review each submission carefully. If we determine there is a potential match for the position, we will reach out to you by a subsequent email in order to schedule a phone call. We are honored by your interest and hope to be in touch with you.