

Position Specification

Chief Executive Officer

Tampa, FL

July 2022 | Confidential



REACHUP
where there's a will, we are the way



Chief Executive Officer

Reporting To Board of Directors

Location Tampa, FL

Company Description

REACHUP, Inc.

www.reachupincorporated.org

REACHUP, Inc. (www.reachupincorporated.org) is a Tampa, Florida based non-profit organization founded in 2006. REACHUP (Respond, Educate, Advocate & Collaborate for Health in Underserved Populations) was conceived from a 2003 initiative to support the federally funded Central Hillsborough Healthy Start program originated by the University of South Florida.

Infants in the Tampa neighborhoods that REACHUP serves face first year mortality rates that are higher than most other locations in the State of Florida. To address this issue, REACHUP has spearheaded efforts in its communities to improve the health of mothers, babies, and their families.

REACHUP has distinguished itself via actively engaging community churches, civic organizations, and volunteers to pool resources. Over the last 20-plus years, this collaborative approach combined with the efforts of a passionate team of nurses, social workers, doulas, mental health work professionals and home visitors has resulted in a significant reduction of infant deaths and the vulnerability of low birth-weight babies

REACHUP has approximately 60 employees and 8 related programs dedicated to supporting pregnant mothers, children through age two, and overall family health in underserved populations. The organization maintains a \$5 million operating budget and is supported through a combination of grants from the U.S. Department of Health and Human Services, local government, the community, and public contributions. REACHUP is governed by a management leadership team and a volunteer board of community leaders.

Scope and Responsibilities

REACHUP is conducting a national search for a Chief Executive Officer (CEO) to assume the position of the organization's founder and current leader Estrellita "Lo" Berry who will be retiring December 2022. The new CEO should bring to the role domain expertise and vision.

The CEO should possess gravitas in the field of child, family, or maternal health and serve as a strong and effective voice on these issues. The CEO will execute and expand REACHUP's mission to advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for families. The CEO should also have an appreciation for the complex and challenging issues related to racism, racial equity, and social justice and be knowledgeable about minority health and health equity issues.

This search represents an opportunity for REACHUP to secure a leader capable of taking the organization to the next level by establishing it as a nationally recognized center of excellence that assists in creating a community where there is equality in healthcare and health for all families.



REACHUP's CEO should have experience working collaboratively with a Board and staff to build its programs and grow its fundraising efforts. The CEO should also be adept at capitalizing on and expanding relationships with key community, state, and national stakeholders.

Furthermore, the new leader of REACHUP should have the strategic orientation to develop programs that expand REACHUP's services beyond its home county of Hillsborough to other counties in the Tampa Bay area. The CEO should also have the creative and entrepreneurial sensibility to explore options for creating new income streams and for diversifying REACHUP's funding sources.

This is an opportunity for a visionary leader to build upon the legacy of a well-respected Tampa institution and chart a path forward.

Specific Responsibilities

- Advocate for REACHUP's mission and engage with key stakeholders (e.g., community and faith leaders & institutions, key donors and funders, academia, thought leaders, state, local, and national government, business community, etc.). Maintain, develop, and expand these stakeholder relationships.
- Develop a vision and strategy for REACHUP that honors its legacy while also exploring ways to broaden its impact and influence. Evaluate options for expanding the organization's geographic reach, creation of new income streams, and diversifying its funding sources.
- Play a key role in REACHUP's fundraising efforts.
- Showcase the impact of REACHUP's programs on the community. Foster awareness of the organization externally. Internally cultivate a culture of respectful open communication that welcomes a diversity of opinions, background, and approaches.
- Serve as a key voice in the field of maternal, child, and / or family health. Educate and advocate on the behalf of minority and underserved communities on the need for addressing health inequalities.
- Lead and enhance an effective organization which has a culture based on excellence and client service, and which attracts, retains, and motivates a diverse, high-quality staff. Foster a welcoming and inclusive environment.
- Work collaboratively with Board members and committees. Attend committee meetings regularly and keep up to date on progress and issues and assist in establishing appropriate objectives. Communicate information in a timely manner to ensure full and informed consent about matters of corporate governance.
- Engage in Board development activities such as recruitment and onboarding. Help identify new candidates to be considered for addition to the Board with the goal of building diversity that reflects the community that REACHUP serves. Nurture and continue to develop the Board's focus on fundraising.
- Encourage program innovation through the constant pursuit of new ideas and ongoing service improvement. Foster a collegial environment among programs, and consistently demonstrate the value of teamwork in achieving program collaboration and service excellence.
- Identify and assess opportunities for improvement of REACHUP's data, technology, operations, finance, and staff infrastructure.
- Balance financial realities with the social needs of the organization's mission. Align individual interests to the common good. Advocate financial accountability for key priorities.

Key Selection Criteria

- Experience cultivating and managing relationships with diverse community, faith, education, government, donor, and private sector stakeholders. A track record of successfully working within systems of partnership is key. Experience working across the Healthy Start ecosystem of partner organizations and / or the greater Tampa area / Florida preferred.



- Track record of professional or personal accomplishments engaging with and supporting underserved communities of color and / or building a diverse and inclusive organization. Appreciation of the complex and challenging issues related to racism, racial equity, and social justice.
- Experience in the field of maternal, child, and /or family health. Knowledgeable about minority health and health equity issues.
- Network and experience that would facilitate navigating the intricacies of politics across the greater Tampa area, Florida and on a national level. Bipartisan, balanced, and diplomatic approach to the management of political relationships and the impact of politics on issues related to REACHUP's mission.
- Direct experience in grant writing and cultivating, soliciting, and closing major and planned gifts. Experience diversifying funding sources. Knowledge of Healthy Start and other relevant funding streams and processes preferred.
- Direct experience providing executive leadership to and/or working with non-profit boards. Board development, recruitment, and engagement experience a plus.
- Demonstrated experience leveraging employees' strengths and in the management of a diverse and multigenerational workforce. Experience fostering an inclusive, open, supportive, and transparent work environment.

Professional Attributes

- A minimum of 15 years of professional experience and at least 5 years in a senior leadership role with a nonprofit, social services, educational, or government institution. Experience working within the Healthy Start ecosystem of partners and relationships a plus.
- Degree in early childhood, education, medicine, nursing, psychology, public health, social work, or other relevant discipline.
- Experience managing complex budgets and knowledgeable in relevant funding sources. High degree of financial acumen. Knowledge of funding sources and income streams relevant to REACHUP a plus.
- Experience operating in a data, fact-based, and metrics-driven environment. Continuous Quality Improvement (CQI) experience preferred.
- Technology savvy with an appreciation for how technology can advance REACHUP's mission.

Personal Attributes

- Culture builder who passionately drives the mission, vision, and values throughout the organization.
- Strong communication, listening and presentation skills; able to communicate effectively with diverse stakeholders and audiences.
- Ability to multitask and prioritize in a dynamic and complex environment. Must be adept at the delegation of responsibilities and organizational development.
- Track record of innovation and of leading, motivating, inspiring, and guiding teams through change.
- Management style that demonstrates calm compassion, kindness, and empathy balanced with confidence and assertiveness.
- Directive, decisive, and action-oriented without being arrogant.
- Unquestioned personal integrity; committed to maintaining a "tone at the top" of a highly ethical culture.



Contact Information

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