

EXECUTIVE SEARCH



Executive Director

THE SEARCH COMMITTEE

Under the leadership of Mayor-President Sharon Weston Broome and HealthyBR's Executive Committee, the Executive Director Search Committee is led by Christy Reeves, Ochsner Health, with these members:

George Bell, Capital Area United Way

Dante Bidwell, City of Baton Rouge

Tristi Charpentier, Wilson Foundation

Lauren Hebert Henderson, Baton Rouge General

Lauren Jumonville, Baton Rouge Area Foundation

Katie Pritchett, Baton Rouge Health District

Maggi Spurlock, Baton Rouge Area Chamber

THE OPPORTUNITY

The Mayors Healthy Cities Initiative, established in 2008, is conducting a search for its next Executive Director. The new Executive Director will lead HealthyBR's transition from pandemic to post-pandemic in both programming and structure. There is a tremendous opportunity for a new leader to evaluate programs and structure, and strategically plan through a post-pandemic lens.



Now in its fifteen year, the Mayor's Healthy Cities Initiative is seeking a visionary leader with proven personnel and program management experience. The new Executive Director will possess exceptional leadership skills and have a passion for HealthyBR's mission. The role requires a strategic, collaborative leader who is deeply committed to building positive and productive team relationships and possesses an enthusiasm for the organization and profession.

The ideal candidate will be a passionate advocate of health equity, with a sophisticated understanding of the root causes of inequities and the social determinants of health and capacity to educate others. They will have experience addressing inequities in a range of political and professional environments. The successful candidate will have a track record demonstrating their ability to effectively partner with multiple sectors and manage complex projects involving public health, health equity, and health care delivery.

The Executive Director will play a lead role in raising the visibility of HealthyBR and advocate for issues that impact the mission and its membership, in addition to overseeing administrative, financial, and operational functions of the organization. The Executive Director will report to the Mayor and the Board of Directors and work with the Board to help formulate and execute HealthyBR's mission, goals, and policies.

ABOUT BATON ROUGE

East Baton Rouge Parish, home of Louisiana's state capital, has more than 440,000 citizens, two universities and a robust community college system. There are five acute care hospitals located in the parish, but no local public health department.

The City of Baton Rouge/Parish of East Baton Rouge is managed by a single, consolidated form of government, with a Metropolitan Council as its governing body and the Mayor-President serving as its Chief Executive Officer.

As the Capital City of the State of Louisiana, the Baton Rouge Metropolitan Area boasts diverse cultural and recreational resources and activities, including numerous museums, dance, theatrical and musical companies, and a continuing series of festivals featuring free outdoor cultural and musical performances, indigenous to the region.

To learn more about Baton Rouge, visit www.brgov.com and www.visitbatonrouge.com.

HEALTHYBR: AN OVERVIEW

In May of 2008, Baton Rouge Mayor-President Melvin L. “Kip” Holden commissioned the Mayor’s Healthy City Initiative to encourage Baton Rouge residents to adopt a healthier and more active lifestyle. The Mayor envisioned a program that would promote and identify resources available in the community for residents to fight chronic diseases and childhood obesity.

HealthyBR was formally established in 2010 to address four specific health challenges in East Baton Rouge Parish: obesity, overuse of hospital emergency departments, mental and behavioral health and HIV/sexually transmitted infections. The leadership includes the CEOs of the area’s five competing hospitals, as well as those of public, private, government and nonprofit organizations committed to collaborating on community health initiatives. To maximize their impact, the five hospitals participating in HealthyBR agreed to conduct joint community health needs assessments (CHNA) and implementation plans beginning in 2015. Each HealthyBR member has a voice and vote in identifying top priorities and significant community health needs during the CHNA process. Once community needs have been identified, HealthyBR members agree as a group on mutually reinforcing activities and align measures for reporting progress. In 2015, members identified obesity, HIV/AIDS, mental health and emergency department overuse as priority areas. Prior to the 2018 CHNA process, each organization committed to looking at issues through a social determinant of health lens as well as a ZIP code disparity lens.

Currently under the direction of Mayor Sharon Weston Broome, HealthyBR’s mission is “to foster a movement based on communication, collaboration and coordination that promotes a better and healthier life for all people in the great city of Baton Rouge.”



THE EXECUTIVE DIRECTOR ROLE

The Executive Director serves as the Chief Service Officer for the city of Baton Rouge and administrative officer of the organization and is responsible to the Mayor and the HealthyBR Board of Directors to effectively conduct the organization's affairs. The Executive Director assists the Board in its formulation of the association mission, goals, objectives, and related policies. Within this framework established by the Board and with the resources allocated, the Executive Director manages the staff, systems, resources, and infrastructure to carry out those activities required to fulfill HealthyBR's mission.

Within the limits of the bylaws of the association and policies established by the Board of Directors, the Executive Director is an *ex-officio* member of the Board, the Executive Committee, and all standing committees and task forces, without the right to vote. The Executive Director leads strategic initiatives and builds relationships that will assure the association's long-term growth and sustainability.

The Executive Director is responsible for the oversight of the following areas:

Operations

The Executive Director is responsible for the day-to-day operations, staff supervision, and programmatic activities of the HealthyBR by:

- Providing direct assistance to the organization's officers and directors, including devising improved alternatives to current procedures, drafting reports, researching and recommending policies, serving in an advisory capacity on all organization matters, and implementing approved policy relating to all programs.
- Leads the collaborative development of the city's community health needs assessment and its annual implement plan.
- Supervising the work of the HealthyBR staff in all areas to ensure the appropriate delivery of services and programs.
- Communicating with interested parties on behalf of the Board of Directors.
- Providing direction to all consultants, including but not limited to legal and accounting specialists, for the purpose of ensuring the best interests of the organization are served.
- Accounting for the safekeeping and confidentiality of records.
- Providing recommendations and counsel to the Board regarding strategic planning.
- Evaluating past precedent, current methods, and future requirements for the purpose of providing for the continuity and consistency of association programs.

Financial Management

The Executive Director is responsible for the overall financial management of the organization by:

- Evaluating and melding past financial history and organization activities with projected financial standing and activities to produce and recommend an annual budget.
- Supervising and approving the appropriate expenditures, in keeping with the budget, for association activities.
- Providing the Board of Directors with appropriate financial reports and analyses.

Staffing Leadership and Support

The Executive Director is responsible for the overall staffing of the HealthyBR and by:

- Establishing the staffing structure and administrative policies and procedures for the office.
- Recruiting, hiring, and employing staff, assigning duties, training and supervising work, and within the framework of the approved budget and the personnel policies and procedures manual, establishing the terms of their employment.
- Directing, coordinating, and providing guidance for the efforts of the HealthyBR staff to ensure that organization objectives are met.
- Evaluating current and future organizational staffing requirements.
- Evaluating the performance and compensation of staff as they relate to the furthering of organizational goals and objectives.
- Maintaining general oversight and supervision of all HealthyBR staff members and consultants, providing strategic direction to staff working in revenue centers such as membership development, retention, and the production and delivery of the Annual Meeting and education.

Board Relations

The Executive Director supports the Board of Directors and acts as a link between the Board and the HealthyBR's operations by:

- Maintaining continuity and consistency in programming, operations, and functions under a constantly evolving Board of Directors and annual change in officers.
- Providing the Board with background information for effective decision-making. Advising the Board on the feasibility of its actions, plans, and initiatives within the resources of the HealthyBR.
- Overseeing the provision of logistical arrangements as required to conduct Board business.
- Ensuring accurate minutes of Board business are recorded, made available, and archived.
- Guiding the election process, overseeing preparation, mailing, and counting of the ballots in accordance with the bylaws.
- Advising the Executive Committee regarding vacancies on the Board of Directors and other appointed or elected positions.

Partnerships, Relationship Building and Maintenance

The Executive Director establishes and maintains cooperative working relationships by:

- Partnering with allied organizations such as the Baton Rouge Area Foundation, the Baton Rouge Chamber, Baton Rouge Clinic, Baton Rouge General, the Capital Area United Way, East Baton Rouge Parish School System, Ochsner Health, Our Lady of the Lake, Pennington Biomedical Center.
- Fostering relationships with other industry, government, and public service organizations and vendors to enhance the image of the organization and attain its objectives.
- Nurturing and developing HealthyBR's philanthropic partners.
- Serving as spokesperson in conjunction with board representatives.

CANDIDATE PROFILE

Required Skills, Experience, and Qualifications

- A Bachelor's degree is required; advanced degree is preferred.
- Experience in building and cultivating professional relationships and leading collaborative groups toward outcomes.
- Strong financial acumen and budgeting skills.
- Grant writing and grants management expertise.
- Excellent analytical skills and ability to handle complex decision-making.
- Excellent oral and written communication skills.
- Senior-level executive experience in a non-profit organization, government position, or consulting firm is highly desired.

Personal Qualities

- Visionary leader
- Ability to develop creative solutions and new approaches to programming. A collaborative leadership style with strong relationship-building skills.
- Follow-through and ownership of responsibilities.
- Ability to meet and exceed deadlines.
- Effective interpersonal communication with, and responsiveness to, all constituents including medical professionals, educators, and students.
- Commitment to delivering a high quality-and accurate work product with attention to detail.
- An independent self-starter and creative thinker with the ability to initiate and complete projects independently.
- High level of discretion and diplomacy.

COMPENSATION

A competitive compensation package will be offered to attract an outstanding candidate.

TO APPLY

To apply, please send a cover letter and current résumé (PDF format preferred) to EDforHealthyBR@gmail.com. The cover letter should outline how your experience fits the requirements of the position as this will be an important factor in considering your candidacy.