



### **About the Pajaro Valley Community Health Trust**

Founded in 1998, the Pajaro Valley Community Health Trust (Health Trust) is a 501(c) 3 nonprofit healthcare foundation in Watsonville, California. The Health Trust supports local healthcare needs through grantmaking, health education and allied direct services and by fostering collaboration and convening entities working to improve health outcomes. The Health Trust focuses its efforts on the greater Pajaro Valley, including the cities of Watsonville, Freedom, Pajaro and Aromas and adjacent areas.

### **Position**

The Executive Director (ED) reports to the Board of Directors and oversees a team of 15-20 staff consisting of professionals, clinicians and consultants. His or her performance is evaluated at least annually by the Executive Committee of the Board, with input from Staff. The ED will have overall strategic and operational responsibility for PVCHT staff, programs, expansion, and execution of its mission. She/he will initially develop deep knowledge of the field, core programs, operations and business plans. Key responsibilities include:

### **Leadership & Management:**

- Oversee recruitment, selection and orientation of new staff; ensure staff compliance with all personnel policies to ensure a safe and productive work environment; develop employee personal growth opportunities
- Clearly communicate employee job expectations inclusive of appraising and monitoring performance and reviewing disciplinary actions
- Ensure ongoing local programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve the strategic goals; regularly report progress toward departmental goals to the Board of Directors
- Ensure commitment to Bylaw compliance and all applicable laws and regulations across the organization
- Provide information and counsel to the Board and Committees in the creation of policies, programs, and strategic direction of the organization, and document all activities pertaining to programs, market, and events for the Board and Committees. Committees and collaboratives include:
  - Executive Committee: Guide and support the Board and Committees within the Bylaw and Articles of Incorporation for Pajaro Valley Community Health Trust, regularly reports to Board
  - Grants Review Committee: Guide and support the grants review process to ensure a fair and thorough grant determination process, regularly reports to Board
  - Finance Committee: Oversee the operating budget, financial policies, supervising and arranging management of the investment and endowments within the objective guidelines, regularly reports to the Board
  - Development Committee: Oversee annual funding targets by revenue source and proactively pursue strategies to meet the targets; identify key messages about the organization to share through print, online and social media channels; develop a communications calendar that appropriately times the release and reinforcement of key



- messages; and secure strategic partners to assist in marketing the messages to sponsors and champions, regularly reports to Board
- DHC Program Committee: Oversee the DHC to ensure the standards for accreditation for the Diabetes Program, to review and recommend changes in program objectives, target audience, participant access mechanisms, instructional methods, program resources and inform annual planning, regularly reports to Board
- Health Collaboratives: Guide and support strong functioning of Health Collaboratives for which the organization is the lead convener, regularly reports to Board
- Bylaws Committee: Guide and support the committee in reviewing and recommending changes to the Bylaws, regularly reports to Board
- Cultural & Diversity Committee: Guide and support board and staff trainings, seminars and/or retreats to enrich board and staff knowledge and understanding of diversity and cultural competency, regularly reports to Board
- Nominating Committee: Guide and support the committee in nominations to fill officers and members vacancies for open positions and expiring terms for the annual meeting, reports to Board
- Audit Committee: Guide and support the committee for hiring an independent financial firm to conduct the financial audit and prepare tax returns on an annual basis, and responsible for reviewing the Auditors' report and reports to Board
- Develop, maintain, and support a strong board of directors; serve as non-voting ex-officio, seek and build board involvement with strategic direction for ongoing local operations and new program development
- Ensure all necessary administrative and operational systems are in place to support effective operations, track progress, and regularly evaluate program components to measure successes that can be effectively communicated to the board, funders, and other constituents
- Lead, coach, develop, and retain PVCHT's senior management team
- Actively engage and energize PVCHT volunteers, staff, board members, committees' members, alumni, partnering organizations and funders, support the organization's vision, mission, principles, strategies, and goals established by the Board in accordance with the Health Trust's Articles of Incorporation and Bylaws

**Planning & New Business:**

- Design and complete the strategic business planning process for existing programs and new/emerging programs
- Work with the Staff and Board, local residents, peer nonprofits, public sector partners, and other stakeholders, to develop a strategic plan, updated periodically to reflect changing opportunities and needs vis-à-vis health and well-being for residents of the Pajaro Valley community
- Prepare annual operating, fund development, communications and program goals and operational plans and report their progress regularly to the Board
- Evaluate the impact of community grants and results of collaborative efforts and report findings regularly-to the Board



- Develop and coordinate ongoing Board education and development, including Board recruitment and orientation, periodic Board self-assessments of functioning, and regularly-scheduled planning retreats

#### **Fundraising & Communications:**

- Diversify and coordinate revenue generating and fundraising activities, ensuring they are aligned with the Health Trust's values and mission, to support existing program operations and expansion while simultaneously growing the organization's endowment funds
- Ensure recruitment and stewardship of major donor campaigns, corporate sponsorship programs, annual campaigns, and individual donors initiatives, making sure they are consistent with the Health Trust's gift acceptance policies
- Oversee the identification and pursuit of grant opportunities on behalf of the Health Trust and its programs
- Serve as the Health Trust's primary spokesperson to the media and in the community; directing public relations activities using appropriate publication and media outlets
- Deepen and refine all aspects of communications – from web presence to external relations, public speaking and attendance at community/government events with the goal of creating a stronger brand and visibility in the community
- Create a culture of transparency and communication through the organization
- Use external presence and relationships to garner new opportunities

#### **Collaboration and Partnerships**

- Represent the Health Trust to professional, governmental, health care and nonprofit agencies in the community to address social determinants of health, identify areas of common goals and mutual support
- Develop strategic alliances with community leaders and elected officials
- Develop collaborative partnerships with other health organizations, members, parents, families, businesses, funders and community organizations
- Provide a local and regional presence regarding the Trust's successes towards health equity goals, serving as a model.

#### **Travel:**

- The Executive Director must be able to travel to attend meetings, conferences, training and other events as needed to acquire and maintain proficiency in fulfilling the responsibilities of the position.



### **Qualifications:**

- Advanced degree, ideally a master in a related field, and a minimum of 5-years of experience in nonprofit leadership and administration, including a thorough understanding of the regulatory requirements under which nonprofits operate; senior management experience (at least 2 years of experience); track record of effectively leading and scaling a performance and outcomes-based organization and staff; ability to point to specific examples of having developed and operationalized strategies that have taken an organization to the next stage of growth; foundation experience strongly preferred
- Working knowledge of the public health sector, especially those of the Pajaro Valley, or experience working in a similar community and populations
- Strong leadership skills and ability to inspire others regarding the Health Trust's Mission
- Capacity to build and establish relationships, successfully cultivate and secure gifts and grants from individual donors, foundations, corporations, and government funders
- Experience working in partnership with coalitions, policy makers, and community partners to accomplish shared goals
- Unwavering commitment to quality programs and data-driven program evaluation
- Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives, and manage a budget
- Past success working with a board of directors with the ability to cultivate existing board member relationships
- Strong written and oral communication skills, including public speaking
- Exhibits an affinity for working with culturally and politically diverse communities, being equally comfortable with the unique make-up of the Pajaro Valley, and having strong commitment to equity
- Leadership skills, including negotiation, problem solving, collaboration, decision making, delegation, action-oriented, entrepreneurial, adaptable, and innovative approach to business planning

### **Compensation and Benefits**

The salary range for this full-time position is \$110K – \$125K commensurate with qualifications and experience. Benefits include health, vision, dental and a retirement plan. This position requires periodic weekend and evening work.

The job duties, responsibilities, skills, functions, experience, education and the requirements listed in this job description are representative, not exhaustive, of the tasks that an employee may be required to perform. The HealthTrust reserves the right to revise this job description. California's Labor Code contains a presumption that employees are employed at will. Accordingly, either the employer or the employee may terminate employment at any time, with or without cause or prior notice. The Health Trust is an Equal Opportunity Employer and does not discriminate on the basis of gender, race, religion, sexual orientation, age, ability status, or any other characteristic. (last revision 12/20/18)