



**United Way
of North Carolina**

**President/CEO
Position Announcement
June 2022**



UNITED WAY OF NORTH CAROLINA

1130 Kildaire Farm Road, Suite 100
Cary, NC 27511

<http://www.unitedwaync.org/>

The firm of moss+ross has been retained to help with the search. Please send nominations or cover letter and resume to:

UWNCsearch@mossandross.com

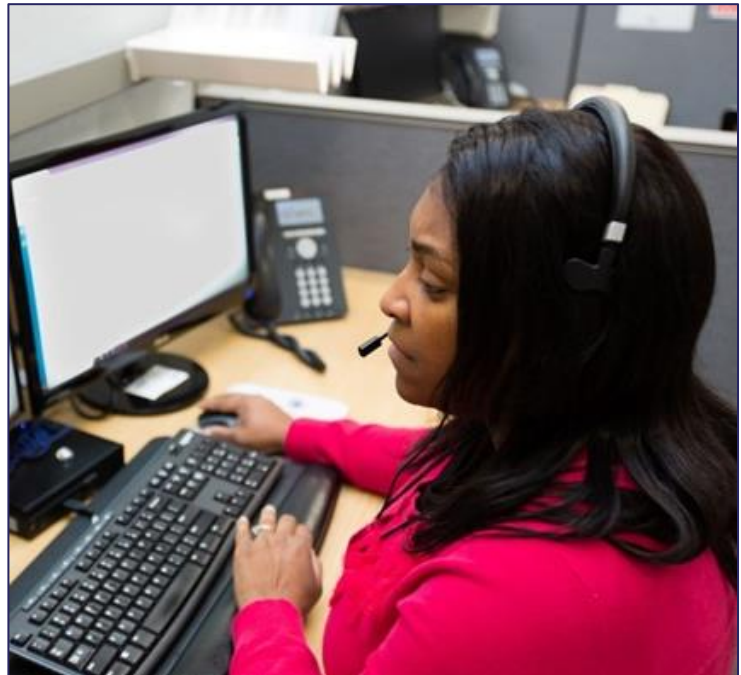
Candidates are encouraged to submit an application by July 6;
position open until filled.

United Way of North Carolina

Position Profile: President/Chief Executive Officer
Hiring range is \$145,000-\$165,000 plus benefits
Applications will be accepted until position is filled.

The Opportunity

United Way of North Carolina seeks a visionary and dynamic President and CEO who can build key relationships, create new opportunities for revenue generation, and lead the organization through a comprehensive strategic planning process that will serve as a road map for the future. The successful candidate will be a proven communicator, collaborator, and consensus builder who can successfully serve as the face of United Way of North Carolina as it balances the needs of member services across 100 diverse counties and [50 local United Way agencies](#), oversees the [NC 211](#) call center, and continues the robust partnership that provides [NCCARE360](#).



The Board of Directors is looking for a transformational leader that has an ability to imagine, create, and communicate an inspiring vision for United Way of North Carolina. This vision should build on the history, strength, and service of the organization, while ensuring future sustainability through new business opportunities and earned revenue partnerships that support the diverse and emerging needs of our state.

The next President and CEO will be a savvy advocate who is responsive to changing public policy, confident and creative with business development opportunities, with a demonstrated ability to lead an organization that has multiple and diverse focus areas. The successful candidate will work closely with the Board of Directors, staff team, and valued partners to develop and implement opportunities that clearly articulate the value proposition of United Way of North Carolina.

United Way of North Carolina

As a statewide organization, United Way of North Carolina works collectively with 50 local United Ways to solve our communities' most pressing problems. To create a North Carolina where everyone can thrive, we are committed to three core areas of work:

- **Member Services.** United Way of North Carolina convenes United Way professionals for personal and organizational capacity building, best practice sharing, legislative briefings, and annual meeting events highlighted by the statewide “Spirit of NC” annual campaign award recognition. Marketing and communications, coaching and consultative services, and leadership of advocacy efforts both on the federal and state level are priorities of Member Services for the statewide network.
- **NC 211.** Managed by United Way of NC, this service provides health and human services information and referrals to individuals throughout the state via a free statewide phone number (2-1-1) and website (www.nc211.org). Real-time caller data is available at <https://nc.211counts.org/>.
- **NCCARE360.** This is the first statewide coordinated care system that knits together healthcare and human services organizations. United Way of NC/NC 211 partners with Unite Us, Expound Decision Systems, NC Department of Health & Human Services and Foundation for Health Leadership & Innovation on this important work.



Our Purpose

Help individuals, families and communities thrive in North Carolina

Our Mission

We bridge people, local United Ways, and resources so individuals, families and communities thrive in North Carolina

Our Vision

Thriving communities through equitable access to resources

Equity Statement

United Way of North Carolina recognizes structural racism and other forms of oppression have contributed to persistent disparities which we seek to dismantle. Our United Way network strives to engage and center community members, especially those whose voices have traditionally been marginalized. We work with public and private partners to co-create solutions that ensure everyone has the resources, support, opportunities, and networks they need to thrive. We commit to leveraging all of our assets (convening, strategic investments, awareness building, advocacy, evaluation) to create equitable communities.

The Location

Cary is a thriving community of more than 160,000 residents bordering Raleigh, the capital of North Carolina. Fueled by an impressive mix of education, ingenuity and collaboration, Cary, Raleigh, Wake County, and the surrounding “Research Triangle” region routinely rank among the nation’s best places to live, work and play. Yet while our region continues to grow and offer a superior quality of life, our cost of living remains below the national average. Cary is largely comprised of master-planned communities that offer amenities such as trails, neighborhood parks, club houses, pools and golf courses.



The Triangle area of North Carolina is home to more than two million people and ten colleges and universities. The Triangle is located midway between the coast and the Appalachian Mountains, with the highest peaks east of the Rockies.

Education is a priority in Wake County. As a result, our K-12 schools, colleges, and universities are rated as some of the best in the nation. Approximately 50% of the population over the age of 25 holds a bachelor's degree or higher, easily placing us as one of the most highly educated communities in the country. With three major medical systems, including two top-rated teaching hospitals, within 30 minutes of each other, Wake County also offers access to some of the best healthcare in the country.

Position Summary

As the statewide member association for 50 local United Ways in North Carolina, the President and CEO is the chief mobilizer and connector for a \$2.75 million statewide nonprofit. United Way of North Carolina leverages the power of partnerships and networks across private, public, and corporate sectors so all people, regardless of background, can thrive in communities across North Carolina.

Primary Responsibilities

Strategic vision and leadership

- Collaborate with the statewide Board of Directors to create and implement a new strategic plan that focuses on a clear, long-term, sustainable vision to serve the needs of

local United Ways and local communities and motivate collaboration, participation, and success.

- Provide transformative leadership, ensuring the continued growth and development of a professional, efficient organization with a solid impact footprint across the state.
- Lead and model the organization's core values through leadership, service, and decision-making.
- Build upon a commitment to diversity, equity, and inclusion in all aspects of the organization's partnerships and work.
- Provide leadership that reflects the highest standards of fiduciary responsibility and ethical conduct.

Strategic partnerships

- Build and foster high-level relationships with statewide business, government, and foundation leaders to support community and statewide programs.
- Seek out innovative partnerships to meet ever-increasing needs of the state and local communities.
- Ensure contractual partner deliverables are achieved and that open communication and accountability are central to the relationship.
- Serve as the state liaison with United Way Worldwide and other state associations to ensure opportunities are recognized for partnership and sharing of best practices.

Revenue development

- Drive results in revenue development, leading to diverse revenue streams that support, sustain and grow statewide programs and operations.
- Leverage/cultivate relationships that create opportunities to strengthen the organization's long-term sustainability.
- Identify new revenue streams through creative partnerships and business development opportunities.

Board of Directors

- Cultivate a strong, transparent working relationship with the Board and ensure open communication about the measurement of financial, programmatic, and impact performance against stated milestones and goals.
- Support the Board in its own development and recruitment of diverse, highly qualified members.
- Encourage quality engagement through committee work to leverage the skills and experiences of all Board members.

Talent and leadership development

- Recruit and retain top talent and the next generation of leaders.
- Create an environment encouraging healthy communication within and across teams and make team-building a priority.
- Set clear expectations, build trust, and empower staff to make and be accountable for decision-making as a part of their responsibilities.

- Identify tools and resources to best develop staff and lead by example through teaching, mentoring, and knowledge-sharing.
- Ensure the organizational structure best serves key constituents and stakeholders.

Programmatic leadership

- Provide transformative leadership to serve vulnerable people and local communities through tumultuous times by leveraging strategic resources and services in support of local United Ways and the NC 211 system.

Association leadership

- Engage with all local United Ways to understand their needs and support their goals.
- Provide statewide and national perspective about the United Way brand, challenges, and opportunities.
- Ensure understanding of the health of the United Way ecosystem and its return on investment provided to local United Ways.

Brand promotion

- Promote the United Way brand as the way forward to connect people and communities in need with strategic resources and services.

Minimum Requirements

- 10 years of progressive executive leadership with United Way, nonprofit organizations, or the business community.
- Proven track record in revenue development, successfully cultivating and soliciting major contributions/grants, and leading organizations to fundraising success.
- Experience in negotiation and collaboration, skill in developing effective partnerships, contracting process, and an understanding of and commitment to community-based collaboration.
- Demonstrated ability to lead and develop a highly motivated team.
- Visionary change agent with proven ability to implement core strategies.
- Financial acumen.
- Broad understanding of human service systems, both public and voluntary
- Bachelor's degree or the equivalent combination of skills and experience.

Core Competencies

- Mission-focused
- Great communicator, collaborator, relational focus
- Strategic thinker; vision and goal orientation
- Change agent
- Tech savvy
- Decision making
- Interpersonal skills
- Influencer

- Employee development/coaching
- Negotiation/conflict resolution
- Crisis management
- Time, team and priority management
- Understanding and appreciating others

Compensation

United Way of North Carolina is committed to attracting and retaining outstanding employees through a comprehensive package that includes a competitive salary and an outstanding employee benefits package that includes health & medical, dental & vision, disability, business travel, holidays and paid time off. A 403(b) retirement plan is available from first day of employment, and UWNC will match 4% of salary after 6 months of employment.

Equal Employment Opportunity

United Way of North Carolina is an Equal Employment Opportunity Employer. As reflected in our equity statement, United Way of North Carolina recognizes structural racism and other forms of oppression have contributed to persistent disparities which we seek to dismantle. Our United Way network strives to engage and center community members, especially those whose voices have traditionally been marginalized. As an equal opportunity employer, we value the benefits that a diverse culture brings.

Applications

In one document, please submit a cover letter, resume and how you found out about the position. Applications will be reviewed beginning July 6, 2022 and accepted until the position is filled. Anticipated start date is September 2022.

Send applications via email to:

Search Co-Chairs

Roy Watson and Heidi Norwick

UWNCsearch@mossandross.com