



**EXECUTIVE DIRECTOR / CHIEF EXECUTIVE OFFICER  
UNITED WAY OF YORK COUNTY  
YORK, PA**

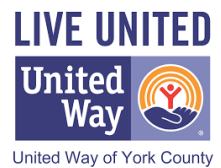
**THE ORGANIZATION**

United Way of York County (“UWYC”) has a rich history with close to 100 years of service to improve people’s lives. The mission of the organization is *to build a stronger, caring community by cultivating financial generosity, volunteerism, and advocacy*. With gifts provided through the Community Fund, the organization provides resources to 69 programs delivered through 35 partner agencies. The 2016 county-wide campaign raised approximately \$6.7 million through the generosity of the individuals, businesses, and community initiatives.



UWYC is inspiring and igniting a social movement in the community by empowering people to unite and solve complex problems that broadly affect all residents. Their focus is in three core areas: *Education, Health, and Financial Stability*. The 69 programs delivered to the community through partner agencies are focused upon these three areas, with an expectation of positive impact and outcomes. Volunteers provide strong governance oversight to the allocations processes to ensure transparency, visibility, and strong governance to serve the needs of the community. A strong and diverse Board provides the governance and financial oversight required to support leadership, while honoring community expectations.

Through collaborative problem-solving strategies, UWYC works to ensure that key stakeholders are brought together to focus upon the most critical challenges facing their community. The funding model deployed by the UWYC ensures engagement with elected officials, community leaders, service providers, trade unions, and business professionals, leading to a diverse pool of talent poised to address systemic challenges. Community pride about their progress is pervasive, while understanding they have great opportunities for improvement awaiting on the horizon. Growth in donors has largely come with high net-worth individuals (more than 100 Tocqueville Society Donors), and more than 100 donors contributing \$1000 or more annually.



More information on this organization’s impact can be found here: <http://www.unitedway-york.org/>

**THE COMMUNITY**



UWYC serves approximately 435,000 residents of York County, located in South Central Pennsylvania. In close proximity to Baltimore, MD, Philadelphia, PA, and Washington, DC, as well as being 30 minutes from the state capitol of Harrisburg, PA, York is ideally located in a rich and historic region of the United States. The population continues to grow in numbers and racial diversity as the area has a diverse mix of manufacturing, agricultural, distribution, health care, tourism, financial services, education, and government services. It is one of the most rapidly growing regions of Pennsylvania and has several higher institutions of education are located in the County. People and companies are drawn to the area because of its rich history, easy access to large metropolitan hubs, outstanding health care systems, reasonable proximity to international airports, and an overall high quality of life.

York County is home to York College, Penn State York, and Harrisburg Area Community College. The arts are alive in York County including the Appell Performing Arts Center and the Pullo Center. Quality of life is high in York County, with ample affordable housing, abundant parks and green spaces, and safe communities. York City is vibrant with a growing and thriving cultural renaissance, new restaurants, and is home to the York Revolution, a minor league baseball team with the Atlantic League. Hanover and Shrewsbury are experiencing tremendous growth with new homes, business investment, and expanding nonprofit organizations in the respective communities. More information on beautiful York County, PA can be found here: <http://www.yorkpa.org/>

## OVERVIEW OF RESPONSIBILITIES

The Executive Director/CEO (“ED”) is the chief executive of the organization and reports to the Board of Directors. The CEO is accountable for working collaboratively with the Board to establish a vision for Community Impact, implement strategies for moving closer that vision, and delivering results and outcomes that are achieved through the efforts of a diverse team of high-performing leaders, staff (currently 17 FTE’s), and volunteers alike. Primary responsibilities include:

- Developing (in concert with the Board) the organizational vision.
- Increasing resources and financial support for the UWYC.
- Promoting the United Way brand throughout the community.
- Growing trust in the UWYC, its relevance, and importance in our community.
- Reinforcing the culture and overseeing the operating model to deliver the United Way mission.
- Building effective relationships and networks to accomplish results.
- Collaborating with private, public, nonprofit, and corporate sectors to improve conditions within our community.
- Advocating on behalf of key stakeholders.
- Developing a talent management strategy to attract, retain, and develop staff.

The major responsibilities of this position include, but are not limited to:

### Resource Development

The ED is charged to develop effective plans in order to achieve key results in fundraising including alternative strategies to significantly increasing community funding. This will include the identification, cultivation, and solicitation of prospective donors and key leaders of prospective corporate partners or alternative sources. S/he will promote a culture of fundraising in the organization, both at the staff and board level.

### Community Impact

The ED is responsible for the overall impact of UWYC on the community, with particular emphasis on increasing its capacity to drive the impact agenda on education, health, and financial stability. The ED works closely with the Board to craft and adapt the strategy to achieve this increased impact, including raising funds as well as identifying key programs to support our mission. The ED and the Board will establish and build relationships with top leaders in the community, including those representing the highest levels in business, government, and nonprofit sectors.



## Strategic Management

The ED serves as the principal resource to the Board of Directors and its key committees and gives strong direction in policy formulation and interpretation. S/he partners with the Board of Directors and UWYC to craft an effective strategy to maximize community impact. The ED ensures coordination and alignment of all United Way activities to include strategic direction in the areas of community impact, resource development, advocacy, and staff alignment. In this role, the ED also serves as a representative or leader of community initiatives such as York Counts, York Reads, and the Capital Campaign Coordinating Committee.

## Organization Leadership & Management

The ED is accountable for:

- Creating a culture of inclusivity and diversity among the Board, staff, and volunteers.
- Ensuring that operations support the execution of Board-approved vision and strategy.
- Assessing, attracting, and retaining talent to build and lead high-performing teams.
- Ensuring staff has the skills, competencies and resources necessary to be successful.
- Monitoring operational and fiscal controls aligned with governance protocols.
- Evaluating risk and creating risk mitigation strategies to ensure good stewardship.
- Partnering with community leaders to address common community interests.
- Promoting and protecting the United Way brand.
- Identifying gaps in systems and staffing as well as developing solutions to address both in a high integrity manner.
- Partnering with the Finance Director and Board to manage organizational spending, monitor compliance with financial goals and performance, and mitigate financial risks.
- Establishing clear key performance indicators and reports for outcomes.
- Maintaining effective relationships with partner agencies.



## YEAR ONE GOALS

It is expected that at the end of Year One, the ED will have accomplished the following:

- Be on pace to grow the total annual campaign to \$7.5 million by 2020.
- Increase awareness of the United Way brand and its mission throughout the community.
- Monitor community needs and align the United Way priorities as necessary.
- Create and optimize partner agency relationships.
- Actively advocate on behalf of the interest of partner agencies and the community.
- Be on track to increase the number of volunteers by 10% by 2020.
- Identify and pursue opportunities to collaborate with other United Ways in the region, United Way of Pennsylvania, and United Way Worldwide.
- Ensure all staff of UWYC are able to realize their highest potential.
- Ensure the Board represents the broader community and is able to fulfill its role.

## KNOWLEDGE, SKILLS, AND ABILITIES

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This role requires a leader who is a strategic thinker as well as someone who can utilize the perspective gained through this role to think critically about issues facing the community. With this knowledge, potential solutions are developed, tested, and implemented. Furthermore, this individual must demonstrate a persistent passion for addressing community concerns and embody the ideals of servant leadership. The ED of UWYC has a unique role of “table-setting” in the community, either as a key participant in or as a leader of community initiatives designed to address emerging or systemic issues facing residents. As such, this individual must be known to, and work closely with, leaders in all sectors and at their intersections.

The ideal candidate for this role has a unique blend of the following:

- A demonstrated passion for the mission of the organization and broad knowledge of the issues it supports.
- Proven experience in fundraising strategies and increasing philanthropic support.
- Significant experience working in/with the nonprofit sector and/or interacting with volunteers and diverse boards.
- Someone who has been an Executive Director/CEO of a United Way or demonstrated business acumen and leadership of another large nonprofit organization similar in size, scope, and complexity is preferred. Will consider a senior executive with demonstrated experience leading large organizations, with complementary service on nonprofit Boards and community issues.
- A minimum of 10 years of relevant experience with increasing roles or levels of responsibility, including driving revenue, external relations, and managing/leading people.
- BS/BA in Business or related field required; MBA, MPA, or MSW preferred.
- Knowledge of the York, PA community preferred, but not required.
- Proven skills in strategy and tactical execution.
- A demonstrated track record of promoting diversity and an ability to build collaboration with the community at large. Experience in networking across multiple sectors, including nonprofit, public, and corporate environments.
- An empowering leader of people, with experience in developing partnerships, building teams, and conflict management. Proven ability to attract, develop, and retain talent to execute plans.
- Excellent communication skills (oral and written) with diverse groups.
- Must demonstrate a high level of intelligence and intellectual curiosity as well as a desire to explore new ideas and innovative approaches to solving problems.
- Proficiency with business tools and systems such as Microsoft Office, etc.

## LEADERSHIP CHARACTERISTICS

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The next ED is expected to be able to demonstrate the following leadership competencies:

- Integrity.
- Financial discipline.
- Collaborative in approach, a servant leader.
- Demonstrated skills and experience in talent management strategies.
- Sound judgment, strategic thinking, and broad community perspective.
- Accountability and ownership.
- Action oriented, with the pragmatic ability to get things done.
- Someone who inspires the community, Board, volunteers, and staff.



- Proven ability to attract, develop, and retain diverse staff.
- Adaptable with the courage to shift direction and experiment with new initiatives.
- Innovative and creative thinker.
- Demonstrated passion for the betterment of our community.

## COMPENSATION

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This position has a six-figure base compensation package, consistent with other nonprofit organizations similar in size, scope, and impact. Accompanying the base compensation provided to the CEO, this position offers a benefits package including health insurance, paid time off, retirement contribution and other fringe benefits.

## HOW TO APPLY

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Applications from interested and qualified individuals are accepted through the following site:

<https://jobs.nonproftalent.com/>

**APPLICATION MATERIALS DUE BY 5 PM, Monday, January 29<sup>th</sup>, 2018**

United Way of York County has retained Nonprofit Talent to assist with this important organizational change process. Interested individuals wishing to confidentially discuss this opportunity may contact Todd Owens, Principal at [Todd@NonprofitTalent.com](mailto:Todd@NonprofitTalent.com) or 412.512.3879. **Please note that applications are not accepted at this email address.**

Please direct all inquiries related to this position to Nonprofit Talent and do not contact United Way of York County, or members of their Staff or Board.

*United Way of York County is an Equal Opportunity Employer.*