



Invites Your Interest in the Position of

CHIEF EXECUTIVE OFFICER



If you are a mission-minded professional who is passionate about ending poverty, [United Way of Greater Greensboro](#) (UWGG), located in the Triad area of NC, invites you to consider the opportunity to serve as its next **Chief Executive Officer (CEO)**. Celebrating its centennial last year, UWGG has a rich history of creating, connecting and leading community partnerships that equip and empower people to leave poverty.

In its next CEO, UWGG desires an individual with significant public service or comparable experience and a proven track record of raising funds in tough, competitive markets.

A humble yet confident leader, this professional will collaborate with a high functioning Board to ensure the strategic and sustainable direction of the organization while juggling the demands of daily operations. Using innovative methods that are underpinned by

a commitment to equity and social impact, the next **CEO** will embrace and enhance the UWGG's successful and measurable approach to helping individuals leave poverty.

Nearly 69,000 people live in poverty in Guilford County, 75% of which live within the UWGG's service area. A family of four living in Guilford County needs to make a combined \$66,000 to be what is considered self-sufficient – further validating the mission and efforts of the United Way of Greater Greensboro. The next **CEO** will strategically evaluate and refine the organization's objectives in order to achieve its [Bold Goal](#) of 3,000 households leaving poverty by 2030.

Utilizing impeccable communication skills, this **CEO** demonstrates sensitivity and urgency of the organization's single focus mission of reducing poverty when effectively communicating with a diverse group of stakeholders from city and county leaders to the organization's clients. The next **CEO** will join an organization committed to upholding diversity, equity, and inclusion and will commit to UWGG's promise to purposefully identify, discuss, and challenge issues of bias and the impact(s) they have on our organization, systems, and people.

PATHWAYS OUT OF POVERTY:

The United Way of Greater Greensboro's strategy builds pathways out of poverty by: helping youth transition from cradle-to-career, helping adults secure jobs and increase their income; and providing access to basic needs and healthcare.



About the Organization:

Formed in 1922 by Henry Smith Richardson, heir to the famous Vicks VapoRub fortune, UWGG began as the Community Chest – an opportunity Richardson saw to combine multiple fundraising campaigns into one annual drive to deliver the greatest community impact. Governed by a 30-member Board of Directors, UWGG, located in Greensboro, NC, works collaboratively with strategic non-profit partners in the Greensboro community to eradicate poverty through “Poverty Relieving” and “Poverty Ending” grants. Strategic partners must adhere to outcome and reporting guidelines. In 2022, UWGG had 31 strategic partnerships and initiatives that supported 61 holistic programs across the community.

UWGG’s nationally recognized Family Success Centers and innovative Guilford Success Network have helped eliminate barriers and enabled bundling of services. Through the Family Success Centers, UWGG partners with families to support their transition from poverty into financial stability through personalized coaching. At these Centers, an adult can earn a GED and be connected to employment, and children are provided education-focused quality childcare.

United Way’s Integrated Service Delivery (ISD) approach bundles and sequences services to meet an individual’s needs. ISD is a research-based and proven strategy to equip and empower people to leave poverty. United Way’s Guilford Success Network is a county-wide, mobile-friendly network that connects people and service providers to multiple supports and coordinators. These coordinators help people identify, track, and achieve their personal goals of leaving poverty.

UWGG supports United Way of North Carolina’s local implementation of 2-1-1, a 24/7/365 hotline and online portal that connects people to services with one simple phone call or online search. Additional initiatives that support Greensboro’s community members in *living united* include school preparation for preschoolers, literacy, and mentoring programs with a focus on African American and Hispanic/Latino youth mentor/mentee relationships.

United Way of Greater Greensboro’s

BOLD GOAL

Upon receiving its largest organizational gift of \$10 million from philanthropist Mackenzie Scott in 2020, UWGG deepened its commitment to ending poverty with their Bold Goal project. Orchestrated from a collaborative and diverse group of over 2,000 stakeholders, this project unites the Greensboro community in equity and lasting solutions with THE BOLD GOAL:

“As a community united in equity and lasting solutions, 3,000 households in greater Greensboro will leave generational poverty by 2030.”

To help accomplish this goal, strategic partners must adhere to data tracking points and UWGG has established the following pacing goals:

- 50 households leave poverty by the end of 2023
- 350 households by the end of 2024
- and 1,000 households by the end of 2025.

About the Position:

Reporting to the Board of Directors and working collaboratively with the Board, staff and community, the **CEO of UWGG** is responsible for providing leadership in the overall operation and development of the organization, including strategic direction, program development, operations, financial management, personnel management, and community relations. The next **CEO** will manage the organization's \$8.4 M budget and lead a team of 27.

The next **CEO** will have the opportunity to create a culture of stability across the organization and showcase a commitment to the development of team members by enhancing training and professional development to build and improve skills, achieve performance excellence, and develop team members for promotional opportunities and varied job assignments.

The next **CEO** is known in their previous roles as an inspirational champion — one who demonstrates passion and enthusiasm for the organization's mission and naturally spreads that passion throughout the organization and community. Utilizing interpersonal skills, this executive will strengthen relationships with the organization's wide array of stakeholders including investors and volunteers, as well as partners in businesses, education, government, community, nonprofits, and faith organizations while identifying and securing new partnerships that support the organization's BOLD goal of eradicating poverty.

*The **CEO** will unite the team around the mission of the organization - To improve lives and create thriving communities by mobilizing and uniting the caring power of greater Greensboro while nurturing a working culture that both embraces and trusts in the strategic direction of the organization.*



Improving lives for families and creating thriving communities are important goals for the next **CEO**.

Key Position Priorities:

- Work with the Board and staff to launch new development initiatives utilizing best practice fundraising methods to diversify and grow the organization's funding streams to support operations, future goals, and growth.
- Assess staffing levels, compensation, training, and work factors and advocate for short- and long-term solutions to build a cohesive workplace culture, improve morale, retention and recruitment demonstrating a commitment to the worth and value of each employee.
- Immerse themselves in the community establishing and cultivating relationships with stakeholders while enhancing community awareness and support for the mission and objectives of the organization.
- Utilizing strong financial management skills, evaluate the financial position of the organization advocating for changes where necessary to ensure compliance and accountability with the organization's financial practices and facilitate the development of a balanced budget that supports the strategic priorities of the organization.

Qualifications:

A bachelor's degree from an accredited institution or equivalent experience is highly desired, MPA or MBA preferred. Prior experience at an executive level in a dynamic and mission-driven organization is important. Experience in community-based human services/ social impact organizations as an employee or volunteer is preferred. Experience collaborating with multiple stakeholder groups, including business and elected leaders is required.



One of the key position priorities for the new **CEO** will be to establish and cultivate relationships with stakeholders. Held annually by UWGG, the fall festival recognizes existing and secures new partnerships for the organization's BOLD goal of eradicating poverty.

The Successful Candidate:

- has a successful track record of nonprofit or comparable management serving diverse communities with critical needs;
- is a brand ambassador, community partner, and convener for UWGG, advocating for and effectively explaining the services and mission of the organization to stakeholders while building commitment for the organization's programs;
- is an empowering leader with impeccable integrity dedicated to supporting and preserving a cohesive team by eliminating silos, seeking commonality across functions, and working effectively to ensure a passion for the mission;
- has knowledge and experience with individuals living in poverty and leads a "Center of Excellence" mind-set to end poverty;
- possesses knowledge of best practices in training and developing others in nonprofit operations to further support continuity of service, engagement, and retention;
- has a successful track record in program assessment and development, resource development, varied asset management, and building relationships with partners, investors, and board members;
- has advocacy experience at the local government level and an understanding of local, state, and federal policies that impact and govern individuals living in poverty as well as employment and workforce development programs;
- is experienced in navigating state and federal funds and contracts and has a track record of writing and securing grant funding;
- is experienced in developing, managing and coordinating all financial operations including operating funds and ensures all investments and expenditures are handled and maintained according to Board policy and direction;
- has knowledge of nonprofit or comparable governance and is experienced in developing, managing, and coordinating all financial operations, and ensures all investments and expenditures are handled and maintained according to Board policy and direction;
- is collaborative, entrepreneurial, and innovative with programming design and development;
- possesses excellent verbal and written communication skills with demonstrable ability to effectively facilitate meetings, present publicly, and provide professional and appropriate business level written information utilizing various media;
- possesses well-developed interpersonal skills and abilities, diplomatically communicating and working with diverse personalities and populations;
- is resilient in the face of challenges and seeks innovative solutions to problems; and,
- is disciplined and values accountability with high expectations of self and others while also being an effective and respected leader.

About the Community:

Greensboro, the county seat of Guilford County, is the largest city in the Piedmont Triad region (followed by Winston-Salem and High Point) and the third-largest city in North Carolina. With a diverse population of over 541,000 where over 100 languages are spoken, Greater Greensboro is a growing and vibrant community with 10 municipalities.

Once known as the “Gate City” for the large numbers of trains that passed through downtown, the city maintains its history as a transportation hub with its easy access to major interstates and highways. Greensboro is also known for playing a major role in the Civil Rights movement when four college students staged the first “sit-in” in the nation at the Woolworth “Whites Only” Counter. This act of civil disobedience sparked a larger response across the state and nation. Today, Greensboro is part of the US Civil Rights Trail and has the International Civil Rights Center and Museum, which is dedicated to helping community members understand the history of race relations in the city, state, and US.



This statue honors the Greensboro Four who, in 1960, took a stand against segregation at a “sit-in” in the former Woolworth’s in downtown Greensboro. (Photo courtesy of City of Greensboro)



A major player in the Civil Rights Movement, the City of Greensboro has the International Civil Rights Center and Museum, which is located in the former F.W. Woolworth retail store. It is a must-see vital piece of history that takes visitors on a journey into American Civil Rights History with vivid photography, video reenactments, and interactive galleries.



The City of Greensboro is home to many educational institutions including UNC Greensboro, Greensboro College, Elon University School of Law, Bennett College, NC Agricultural and Technical State University, Guilford College, and Guilford Technical Community College. These institutions along with adjacent colleges and universities within the other Piedmont Triad cities of Winston-Salem and High Point support Greensboro businesses with well-trained and highly educated professionals each year. Though the textile industry helped build Greensboro, the local landscape has transitioned to technology, healthcare, and service industries with five of the top 60 Fortune 500 companies having a presence in Greensboro resulting in a vibrant economy.

From a variety of restaurants, museums, educational and arts centers such as the Steven Tanger Center for Performing Arts and the Greensboro Science Center, to Broadway performances and live music, there is something new to experience in downtown Greensboro every day. In recognition of the important role arts play in the local economy and culture, the City Council created a task force to create a Greensboro [Cultural Arts Master Plan](#) (GCAMP) in 2019. The plan, called *Creative Greensboro*, aims to create a foundation to advance and support creative life.

Outdoor recreation opportunities in Greensboro include a wide variety of hiking trails, mountain biking trails, greenways, parks, and lakes. With 11 greenways, Greensboro has one of the best collections of greenways in the state. The popularity of greenways is growing across the nation, and the Greensboro Parks and Recreation Trails Division is working diligently to build new greenways that will connect to existing greenways and trails. With its temperate climate and proximity to both the mountains and the coast, Greensboro offers the best of both worlds.

Greensboro's community members are 45.5% Caucasian, 42.4% African American, 8% Hispanics of any race, and 5% Asian. With a median age of 34 among community members, the city continues to work hard to develop and promote quality of life choices for all ages with focused efforts in K-12 schools, job training, economic development, employment, and recreation. Learn more about the City of Greensboro [here](#).

Greater Greensboro is a growing and vibrant community with so much to offer its diverse population.



The [Steven Tanger Center for Performing Arts](#) is a state-of-the-art multi-purpose facility with a seating capacity of 3,000.



[UNCG](#) is one of many educational institutions that supports Greensboro businesses with well-trained professionals.



Community members and visitors love Greensboro's numerous recreation opportunities, hiking trails, mountain bike trails, 11 greenways (and counting!), and lakes where kayaking and fishing are popular pastimes. (All photos courtesy of City of Greensboro)

Salary and Benefits:

The hiring range for the **CEO** is \$172,000 - \$200,000 depending on experience and qualifications. United Way of Greater Greensboro provides a comprehensive benefits package that includes medical, dental, and vision insurance along with a retirement plan (403b) with a company match and contribution. Relocation assistance may be considered.

To apply, please visit the application portal [here](#).

To learn more about the selection process, visit <https://developmentalassociates.com/client-openings/>, select “Client Openings” and scroll down to “Important Information for Applicants.” All applications must be submitted online via the Developmental Associates application portal – NOT the organization’s Employment Application portal, nor any other external website; it is not sufficient to send only a resume. Resumes and cover letters must be uploaded with the application. Applicants should apply by May 23, 2023. Successful semi-finalists will be invited to participate in virtual interviews and skill evaluation on June 22-23, 2023. Candidates are encouraged to reserve these dates for virtual meetings should they be invited to participate. All *inquiries* should be emailed to hiring@developmentalassociates.com. United Way of Greater Greensboro is an Equal Opportunity Employer.



The recruitment and selection process is being managed by Developmental Associates, LLC

