

# SIMON'S Heart

## Executive Director

Seeking a proven leader who desires an opportunity to make a difference in the lives of children and families.

We are small but mighty non-profit, based in Philadelphia with a national reach, seeking an Executive Director to take the reins from the Founder. The candidate will embrace the passionate and collegial culture developed over the past fifteen years. S/he will be equally enthusiastic about presenting in board room and unloading supplies in a storage room. The Executive Director will report directly to the Chairman of the Board (not held by the Co-Founders). S/he will have autonomy to lead, but will respect the history and personality of our organization. If successful, s/he will grow the organization and take it to new heights.

### **Professional Qualifications/Required Skills, Knowledge & Experience**

The role of Executive Director balances the interests of board members, personnel, volunteers, donors, beneficiaries and collaborators. To succeed, s/he must possess these qualities: curiosity, integrity, empathy, accountability and emotional intelligence.

### **Minimum Qualifications:**

- 10+ years of demonstrated leadership success in public relations, business development, marketing, or non-profit organization.
- Effective communicator and storyteller.
- Strong fundraising experience.
- Comfortable with financials and managing employees.
- Experience working with or on a Board of Directors.
- Capable manager and facilitator of programs.
- Passion, optimism, mission-driven and self-directed.

### **Preferred Qualifications:**

- Healthcare work related experience strongly preferred.
- Entrepreneurial mindset.
- Proven experience leading a sales organization or non-profit organization.
- Community mobilization and/or volunteer recruitment and management experience.

### History / Mission

Our organization began in 2005, following the sudden and unexpected death of a seemingly healthy three-month old boy. Simon's Heart began by offering one youth heart screening per year. In 2012, our co-founder assumed the role of Executive Director. Under his leadership, the organization created a multi-dimensional approach to educating about and preventing sudden cardiac arrest and death in children which includes multiple annual screenings, a research initiative, AED donations, a hands-only CPR engagement, and strategic partnerships with national organizations and collegiate and professional sports teams. Now, eight years later, he is ready to assume the role of board member and support a new leader.

The organization manages some of the most impactful and innovative initiatives in pursuit of its mission to reduce sudden cardiac arrest and death of children. The successful candidate will execute the long-term strategic plan, double the annual revenue, and add headcount to increase productivity and output.

### Position Overview

The Executive Director will have overall strategic, leadership and operational responsibility for the organization's fundraising, marketing, communication, operations and delivery on mission and goals.

S/he will be responsible for creating an atmosphere where volunteers and staff can meet organizational objectives and deliver year over year growth. S/he will need to figuratively move mountains and literally move boxes. This will be accomplished through leadership, management, planning, budget development and execution.

### Scope of Work / Position Responsibilities

The Executive Director will have a distinct set of responsibilities. The chief will be identifying new revenue and sponsorship opportunities. In addition, s/he will develop and implement strategies that promote the organization's mission and message.

- Develop overall goals, timelines and budgets in partnership with the Board, and ensure goals are achieved and performance meets or exceeds expectations.
- Imagine and execute initiatives that prevent sudden cardiac arrest and death in children; enthusiastically transition from strategy to hands-on responsibilities.
- Manage, hire and inspire personnel to passionately execute the mission.
- Organize and implement major donor fundraising initiatives.

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### Executive Director Search

- Identify and develop opportunities to engage with C-level and other corporate executives to grow and diversify revenue and resources.
- Collaborate with community organizations, businesses, political leaders, medical professionals and educators.
- Monitor finances, prepare financial reports and facilitate the budget process in cooperation with the Financial Committee.
- Assist the Board Chair with preparation and delivery of board meetings, and regularly engage with members of the board.
- Promote and market the mission of the organization across all media platforms
- Discover ways to attract and engage volunteers.

To apply for this role, please follow these steps:

- (1) Visit our websites – [www.simonsheart.org](http://www.simonsheart.org) and [www.gotaed.org](http://www.gotaed.org) to learn about our programs and initiatives.
- (2) Review some of [our blog posts](#) on Huffington Post to get inside our head.
- (3) Email [career@simonsheart.org](mailto:career@simonsheart.org) with:
  - a. A resume
  - b. A one to three-minute video – shot on your smartphone – that shares your favorite job; a moment or event that has inspired you; and the reason you are drawn to our cause. Don't worry about the quality of the video. Be yourself, and for heaven's sake, don't dress up!
  - c. We do not require (or desire) a cover letter.