



Society for Public Health Education

Chief Executive Officer

Vetted
Solutions
A PASSION FOR PURPOSE

Position Overview

The need has never been greater for a committed and respected expert community of health education professionals, united across both the private and public sectors. Harnessing the power and capabilities of such a community is the job of the Society for Public Health Education (SOPHE) — and the leadership challenge for its next Chief Executive Officer.

As a 501(c)3 organization based in Washington, D.C., SOPHE is made up of 4,000 members from community nonprofit organizations, worksites, schools, universities, and healthcare organizations as well as local, state, and federal government public health agencies. There are 21 active state or regional chapters. Its mission is to support leaders in health education and promotion to advance healthy and equitable communities across the globe. SOPHE promotes healthy behaviors, communities, and environments through an ambitious agenda of education and support for members, as well as effective advocacy efforts. SOPHE's membership spans the United States and 25 other countries.

SOPHE's next CEO will serve as a partner to the President and Executive Committee of the Board of Trustees, providing both the strategic mindset and managerial expertise needed to meet the expanding needs and expectations of members — and those they serve — in this increasingly demanding public health environment. The CEO will oversee operational activities, supervise a staff of 15 and manage a budget of more than \$4 million, in addition to supporting SOPHE's three peer reviewed journals and other scholarly publications. As the face of SOPHE, the CEO will be expected to have the dynamism, confidence and presence needed to maintain close relationships with important allies and stakeholders, notably other public health related organizations, and cooperative agreements with the Centers for Disease Control and Prevention.

Key Responsibilities

Influence and Relationship Building

Promotes higher visibility of SOPHE and the profession of public health education with the public, government officials, academic institutions, related industry, thought leaders and other stakeholder organizations.

- Represents SOPHE and the public health education profession to key stakeholders to build SOPHE's public image, in conjunction with the President and the Board.
- Acts as a key spokesperson for SOPHE, in collaboration with the President.
- Interacts with the national members, state or regional chapter members, and key stakeholders to understand their needs, maximize engagement, and promote member satisfaction.
- Strengthens relationships between Society and the 21 state or regional chapter members.
- Positions SOPHE to be considered for funding opportunities from external organizations.
- Pursues opportunities to increase influence with standards, regulatory, legislative, credentialing and accreditation bodies (e.g., National Commission on Health Education Credentialing). Ensures effective SOPHE representation and advocacy.
- Cultivates relationships with key organizations, alliances, partnerships that share a common set of objectives.
- Ensures the development of an annual advocacy agenda to promote awareness and the work of public health educators.

Strategy Development and Execution

Provides forward-thinking leadership in the development and execution of organizational strategy.

- Ensures communication of strategic plan with chapters. Provides guidance on expectations for chapter alignment with the strategic plan.
- In conjunction with the Board of Trustees, articulates a clear vision for SOPHE and its chapters. Implements long- range strategic plans that will achieve established goals and promote the future relevancy of SOPHE.
- Support the editors of the three peer reviewed journals to ensure their success.
- Identifies new opportunities and/or challenges and recommends action to the Board of Trustees as appropriate. Mobilizes the organization to respond in a strategic manner.
- Supports the staff in the development, implementation, monitoring and adjustment of strategic and business plans.
- Positions the organization to grow sustainably and thrive.

Governance

Engages and works in collaboration with the Board of Trustees on matters of governance, mission, vision, and strategy. Serves as a non-voting, ex-officio member of the Board and the Executive Committee.

- Co-leads the association with the elected President and Executive Committee.
- Supports the President, President-Elect, other officers, committees, and volunteers.
- Works with the President to develop Board meeting content and agendas, leadership orientation and governance development activities.
- Provides expertise and guidance in the governance of nonprofit organizations.
- Maintains awareness of governance, legal and financial reporting requirements for 501(c)3 organizations and provides guidance to the Board.

Management Oversight

Directs the operational activities of the Association with sole and exclusive authority over staff and staff issues.

- Leads and continues to develop the organization's management team, inspiring and empowering them in their roles. Cultivates cross-division collaboration and fosters a culture of integrity, teamwork, transparency, and results.
- Develops policies and procedures, in collaboration with senior management, for the operation of SOPHE's national office.
- Conducts operations of the national office within the established budget and informs the Board of significant variances with the Treasurer. Oversees budget preparation including modeling and forecasting.
- Maintains an understanding of legal issues in the management of nonprofit organizations and ensures legal compliance and appropriate risk management.
- Through inspirational leadership, motivates the staff to achieve individual outcomes that contribute to the SOPHE annual plan. Hires, discharges, and establishes compensation for all employees of SOPHE in accordance with the annual budget.

- Executes contracts, agreements, and commitments for and on behalf of SOPHE in accordance with the terms of the employment contract and commitment authorization policy.
- Maximizes operational efficiencies, with a focus on meeting deadlines and exceeding expectations with respect to all programmatic activities of SOPHE. Creates and implements strategic business plans for successful association infrastructure in areas of staffing, technology, and marketing.
- Provides monthly communications to the SOPHE Board keeping them informed of key activities, as well as the financial condition and operations of SOPHE.

Measures of Success

The following are examples of accomplishments the Executive Committee of the Board of Trustees would consider in evaluating the success of the new CEO after one to three years in the position. Ultimately the CEO and the Executive Committee will agree upon more specific performance metrics in each of these areas.

- Guides SOPHE with a vibrant strategic plan to be supported with a companion annual operation plan. The strategic plan drives organizational decisions.
- Effectively manages SOPHE operations and a high functioning and motivated staff and volunteers. The SOPHE culture is welcoming and supportive with staff operating as an effective and unified team.
- Creates and maintains a culture of diversity, equity, inclusion, and accessibility at SOPHE.
- Shows evidence of innovative programs and advocacy strategies that position SOPHE to be recognized as a leader in the field of public health education.
- Creates and implements a customer focused membership services plan that results in increased membership growth, engagement, and retention.
- Develops relationships with additional key stakeholders and collaborative organizations, and SOPHE is included in additional multi-organizational meetings.

Experience and Qualifications

- Minimum 5-10 years of broad-based executive management experience, equivalent to serving as a nonprofit chief executive or chief operating officer. Public Health Education and/or Health promotion experience preferred.
- Master's degree preferred. Certified Association Executive (CAE) is a plus.
- A keen interest, genuine passion for, and commitment to SOPHE's mission.
- Demonstrated knowledge of nonprofit business and financial management.
- Entrepreneurial focus with a demonstrated track record of building an organization at the national or regional level.
- Capacity to navigate through organizations changes due to unexpected circumstances.
- An inspirational and empowering leadership style.
- Ability to lead a hybrid work environment.
- Experience with growth in fund development and membership.
- Familiarity with quality assurance mechanisms in a profession.

About SOPHE

With a membership of nearly 4,000 health education professionals and students in the United States and 25 international countries, The Society for Public Health Education (SOPHE) is a nonprofit, independent professional association located in Washington, D.C. The association's members work in schools, universities, voluntary organizations, health care settings, worksites and in local, state and federal government agencies.

SOPHE raises awareness of the connection between behavioral sciences, health education, health promotion and the surrounding environment. The association builds knowledge and skills to help health educators respond to public health emergencies thus promoting healthy communities. SOPHE also strengthens and works through its chapters to reduce racial and ethnic health disparities in local communities. Through partnerships, SOPHE strengthens the connection between behavioral science and health education with comprehensive approaches to unintentional injury and violence prevention. As part of its collaborative spirit, the association fosters family, school, and community partnerships to reduce risks associated with chronic disease among school-aged children.

Advocacy efforts are important to SOPHE and are accomplished by education policy makers and providing training and resources to help public health workers improve their advocacy skills.

SOPHE Mission

Supporting leaders in health education and promotion to advance healthy and equitable communities across the globe.

SOPHE Vision

A healthy world through health education.

SOPHE Values

- Responding to the needs of its members
- Delivering quality products and services
- Demonstrating integrity, accountability, and transparency
- Promoting teamwork and collaboration
- Embracing diversity
- Respecting organization tradition while encouraging innovation

Digital Presence

Web <http://www.sophe.org>

Vetted Solutions

A PASSION FOR PURPOSE

Vetted Solutions is a Washington, D.C. based executive search firm specializing in association and nonprofit recruiting and consulting. We focus on CEO and senior staff positions.

For confidential consideration, please email your resume and cover letter to: SOPHECEOSearch@vettedolutions.com or call +1 202 544 4749.

Partners in Panorama – Asia, Australia, EMEA, Latin America, North America
Members of the Association of Executive Search Consultants – AESC

