



Nonprofit Consultants

EXECUTIVE SEARCH CONSULTANTS

20 Stanwix Street, 9th Floor, Pittsburgh, PA 15222

Tel: 412.434.1335 * Fax: 412.281.5925 * Email: towens@deweykaye.com

CHIEF EXECUTIVE OFFICER

**“A NEW REGIONAL DIVERSITY AND INCLUSIVITY INITIATIVE”
PITTSBURGH, PA**

PERFORMANCE PROFILE

Prepare, Promote, Elevate, Attract, Retain, Thrive

In order for a region to be successful and built for the future, diversity is an essential defining feature.

Inclusion, opportunity and growth are the themes that must be present to spawn Pittsburgh’s next renaissance – a people renaissance. We’re seeking a dynamic and passionate CEO with the ability to work, network and create impact across all sectors with a track record of leading civic or business change initiatives with significant regional impact. Experience operating a start-up, civic change effort, complex partnership, or campaign experience are desired.

BACKGROUND

A unique entity with the working legal title of “The Regional Opportunity Center” has been created to educate, elevate, attract and retain diverse workers in the Pittsburgh region. Led by a new and influential Board of Directors, this movement is broad based and gaining momentum and it is time to hire the CEO to transform this momentum into an impactful initiative. Because a name and brand will be among the first objectives of this new initiative, this effort will hereafter be referred to as “The Initiative” to convey both its breadth and to avoid labeling until consensus is final regarding its name and brand.

The Pittsburgh Region has had numerous renaissance movements designed to develop, energize and boost the region’s economy and quality of life. Our next renaissance will happen if we diversify our workforce to increase the quantity and quality of labor available to assume current and future employment opportunities.

The Initiative was developed to address this gap in our region, and work closely with the corporate, government, nonprofit, education, labor and foundation communities to ensure success. The themes that define our work are Prepare (our region and its workers), Attract, Retain and Elevate (a talented workforce), and Promote (the culture here in SW PA) and Thrive when we’re successful. An initial collaborative effort of The Initiative is working with our region’s energy companies to hire a *Diversity in Energy Program Manager* to further diversify the new employee base that each participating company requires.

The vision of The Initiative is to have the Pittsburgh Region *be recognized as one of the most livable regions for a talented workforce of all backgrounds, and among the leading regions in educating, elevating, retaining and attracting a diverse workforce.* The Initiative’s mission is to spearhead the next Pittsburgh renaissance - a "People Renaissance" that:

1. Embraces inclusion;
2. Ensures our region's growth by preparing, elevating, retaining and attracting a diverse workforce; and
3. Promotes Pittsburgh - nationally and internationally - as a diverse, welcoming region of opportunities.

The Initiative is seeking a dynamic and bold Chief Executive Officer (CEO) to further build the vision, and lead the organization moving forward. Our region must continue to be more proactive and inclusive in our approach to inclusivity, and leverage and collaborate with existing regional efforts.

POSITION OVERVIEW

The CEO is responsible for the daily operations of this nonprofit start-up organization. Given the nature of this role, it requires someone who can be successful in both a strategic and operational role. This includes the following responsibilities:

- Start-up responsibilities - legal, facility related needs, branding, naming, partnerships
- Strategic planning and execution – continue the initial work of the Board to create a mission, vision, values, goals and objectives, and manage to the plan
- Operations (financial, personnel, administrative) – manage the daily operations
- Fund development – manage the budget and continue with the initial successful fund development efforts
- Board of Directors – work collaboratively with the Board, continue to recruit members, keep them informed and utilize them as ambassadors for this work
- External relations – work with the Board to be the face and voice of The Initiative

The CEO works closely with and reports to the Board of Directors.

PERFORMANCE OBJECTIVES

These goals have been developed based on a current understanding of the needs of the organization and our region. After year one these goals will be further refined. The successful candidate will have accomplished the following within 12 months of being hired in this role:

- **Finalize Plan with support from regional leaders.** Further develop a strategic plan with input from the board, funders, collaborators and stakeholders. Implement the plan around key measurable annual goals and objectives.
- **Fund the Plan.** Working with a diverse group of funders, corporate and government partners, finalize the budget and long term funding plan for The Initiative. Prudently manage the budget and report progress to the Board of Directors.
- **Branding.** Identify a name and brand platform for The Initiative. Work with the Board to promote the new brand.
- **Strategically assess the personnel needs of The Initiative and hire the appropriate staff.** Working with energy sector project partners, manage (and hire if not yet on board) the Diversity in Energy Program Manager. Based on the goals of the strategic plan, hire and manage additional staff to achieve those goals.
- **Establish one-stop physical and virtual location for The Initiative.** Identify visible and accessible location for The Initiative’s office and “storefront”. Work to ensure that the location is operational within 12 months.
- **Launch Energy Sector pilot.** Working closely with corporate partners (Westinghouse, EQT, etc.), further develop this pilot program, develop metrics and manage relationships to ensure success.
- **Start working with selected communities to retain and attract diverse workers and graduates.** Working with the board of directors and key employers, develop a plan for quickly building support and recruiting employees from key communities to the region.
- **Launch communications program.** Develop identity and collateral material to support The Initiative. Build website to communicate to employers and employees. Promote the center here and abroad. Develop and implement social media strategy and web strategy to ensure success.
- **Broaden leadership and community involvement.** Recruit at least 30 new employer partners in the first year. Build the Board of Directors, as well as advisory committees to ensure community wide input and support. Collaborate with the Power of 32, Allegheny Conference, the Western Pennsylvania Diversity Initiative, Sustainable Pittsburgh and other significant regional initiatives.

KNOWLEDGE, SKILLS AND ABILITIES

The ideal candidate will have a blend of the following:

- A minimum of 10 years of successful prior experience working visibly to advance an agenda, movement or project
- A bachelor's degree is expected, an advanced degree is preferred, however applicants with appropriate educational background and substantial senior level experience will be considered
- Prior successful work experience with workforce development, corporate growth, civic leadership, economic development or nonprofit management
- Experience successfully leading start-up initiatives a plus
- An impeccable regional reputation and existing high level relationships across all sectors in South Western Pennsylvania (or similar track record of establishing such reputation and high level relationships elsewhere with a corresponding plan of how that experience might be built upon to advance the mission of The Initiative in our region)
- A strong track record of personally raising funds to support program growth, expansion or operations from diverse sources including but not limited to corporations and foundations
- A strong foundation of competencies including business acumen, entrepreneurial instincts, presentation skills, relationship building and corporate connections
- A dynamic and energizing presence that facilitates building support, collaborations, partnerships and interest
- Prior successful experience managing an organization of similar size, scope and scale

TO APPLY

If you would like to speak with someone in confidence to explore this opportunity please contact Todd Owens, Principal, Dewey & Kaye, 412.434.1335 or towens@deweykaye.com. Qualified individuals may apply confidentially by submitting resume, cover letter and compensation requirements as MS Word attachments to: resumes@deweykaye.com. Please reference the following in the subject line of your email: **The Initiative, CEO (#142-MH687)**.

Candidates must submit materials no later than Friday, January 15, 2010. *If you do not receive an email confirmation of your submission within 3 business days, please call Dawn Kopp at 412-434-1335. Please direct all inquiries related to this position to Dewey & Kaye.*

The Regional Opportunity Center is an Equal Opportunity Employer.