



Executive Director – Job Posting

ABOUT MICHIGAN BREASTFEEDING NETWORK (MIBFN)

The mission of MIBFN is to optimize state and community support of breastfeeding by leading collaborative actions for advocacy, education, and coalition building. MIBFN envisions that state and local communities recognize breastfeeding and human milk as the norm for infant and young child feeding, and all families will live, work, and receive support in a breastfeeding-friendly culture.

Established in 1998, MIBFN has been all-volunteer coalition that provides breastfeeding education, advocacy, and networking opportunities to the state of Michigan. In 2012, MIBFN was awarded a 3-year grant from the W.K. Kellogg Foundation which has launched MIBFN into a period of tremendous growth. In the past year, MIBFN has formally applied for 501c3 tax-exempt status and their Board of Directors approved the organization's first 3-year strategic plan. In order to continue this momentum, MIBFN is seeking a full-time executive director to lead the organization's development.

For more information about MIBFN, please visit www.mibfnetwork.org.

ABOUT THE POSITION

Michigan Breastfeeding Network (MIBFN) is seeking an Executive Director who can provide strategic and visionary leadership to the organization. We are searching for an experienced, dedicated, and self-motivated leader who can engage our various constituencies to share in MIBFN's vision. We desire an individual who is capable of implementing MIBFN's strategic plan and who can serve as a passionate and articulate spokesperson for the organization. This position is a great match for an energetic person who's eager to apply their talents, develop new skills, and make a profound difference for breastfeeding in Michigan.

The Executive Director is responsible for managing the daily operations of MIBFN and implementing the mission, vision, strategic goals and objectives of the organization. The Executive Director supports the Board, builds and maintains coalition relationships, develops and manages sources of income, and ensures the quality and effectiveness of breastfeeding education and advocacy programs. The Executive Director is supervised and evaluated by the Board of Directors.

This is a full-time (40 hour per week) position. Evening and weekend work may be required. At this time, MIBFN does not have an office space. Initially, the Executive Director will work from her/his home and must be willing and able to travel around the State of Michigan to engage current & potential Network members and attend meetings/conferences. Travel is expected to be up to 30% in the first year of employment. The percentage of travel time may decrease in subsequent years.

KEY RESPONSIBILITIES/FUNCTIONS:

Membership and Communications

- Increase the Network membership by establishing and maintaining new partnerships with a variety of external stakeholders, such as hospitals, health professionals, local health depts., professional associations, state/national MCH groups, business/commerce, policy groups/advocates/elected officials, consumer groups/consumers, funders/donors, and breastfeeding coalitions.
- Maintain strong partnerships with internal stakeholders – local breastfeeding coalition members, current Network members, volunteers, and board members.
- With consultant, lead the development and implementation of a communications plan, including re-design of website, increased use of social media, use of webinars, launch of annual conference, etc.
- Act as MIBFN spokesperson at conferences, meetings, special events, and with the media.
- Maintain the credibility, reputation, and good standing of the organization by ensuring consistent messaging and effective outreach efforts.
- Oversee the creation & production of marketing materials.

Programs and Initiatives

- Develop and oversee implementation of technical assistance initiative for local breastfeeding coalitions.
- With consultant, develop annual policy agenda and direct membership to conduct advocacy with local and state policymakers.
- Identify opportunities for new project/initiative development.

Fundraising

- Work with fundraising consultant to create, design, and implement a fundraising plan that will increase the donor base and total dollars raised.
- Develop and maintain relationships with all donors (individual, foundation, corporate, government).
- Participate in donor solicitations.
- Provide leadership and direction for special events.
- Participate in grant research, writing, and reporting.
- With consultant, support Board of Directors with their fundraising efforts.
- Oversee the tracking of donations/pledges and acknowledge those gifts in a timely manner.

Financial and Operational Management

- Maintain and manage financial records in coordination with the Board Treasurer, bookkeeper, and accountant/auditor (to be hired).
- Develop and monitor MIBFN's annual budget and cash-flow model.
- Support Board of Directors in annual budget development process.
- Prepare and present monthly financial reports to the Board of Directors.
- Work with auditors to ensure a clean, unconditional annual audit.
- Monitor MIBFN's fiscal agreements.
- Negotiate and manage relationships with consultants and other vendors.
- Negotiate and manage office lease/space rental.
- Implement the current 3-year strategic plan, monitor progress on a quarterly basis, and oversee new planning as needed.

Board and Staff Management

- Hire staff as budget allows. Provide HR duties for staff -including hiring, firing, supervision, performance reviews, and professional development.
- Support the Board of Directors by developing meeting materials, staffing committees, and attending/facilitating meetings.
- Ensure recruitment and retention of volunteers.

SKILLS AND QUALIFICATIONS:

- Bachelor's Degree from an accredited college or university; master's degree preferred
- Demonstrated understanding of, and interest in, breastfeeding and related public health issues
- Prefer 2-3 years of nonprofit management/leadership experience, including:
 - Grant-writing/management
 - Financial management/budgeting
 - Communications/outreach
 - Program development/management
 - Staff supervision/Supporting a Board of Directors
- Exceptional interpersonal skills, with a proven ability to grow and maintain relationships with diverse stakeholder groups
- Excellent written and verbal communication skills
- Ability to work independently, multi-task, and prioritize competing projects and interests
- Public speaking experience
- Available and willing to travel (up to 30% in the first year of employment, mostly within Michigan)
- Skilled in using technology for meetings, planning, and communications, including Microsoft Office, web platforms, and social media
- Dedication to MIBFN values and passionate about breastfeeding promotion and support.

COMPENSATION

- *Salary is competitive and commensurate with experience. **Please include salary history and requirements in cover letter.***

HOW TO APPLY

MIBFN has engaged McAlpine Consulting for Growth, LLC to assist in this hire. Applicants should email a cover letter and resume to Mairita Smiltars at mairita@lmc Alpine.com with the subject line "MIBFN Executive Director." Documents should be emailed in .doc or .pdf format and must include your last name in the title of each document (e.g., SmithResume, SmithCoverLetter). Cover letters are required as they will be evaluated as a writing sample; resumes without a cover letter will not be considered. **Interested candidates should apply no later than Friday, March 8, 2013 by 5pm EST.** Questions can be directed to Mairita Smiltars at mairita@lmc Alpine.com.

MIBFN is an equal opportunity employer and employs personnel without regard to race, creed, color, religion, national origin, sex, gender identity, gender expression, sexual orientation, age, physical or mental handicap, veteran status, and marital status.
People from all backgrounds are encouraged to apply.

About McAlpine Consulting for Growth, LLC

McAlpine Consulting for Growth, LLC supports social change and healthy communities by identifying needs, exploring new partnerships, and facilitating solutions with non-profit organizations. Our staff amplify the effectiveness of non-profit organizations by providing many services, including strategic planning, meeting facilitation, and executive searches.