

# Salud Para La Gente

*Working Together for a Healthy Community*

## JOB DESCRIPTION

**APPLY HERE:** <https://tinyurl.com/SaludCEO>

**JOB TITLE:** CHIEF EXECUTIVE OFFICER

### **ORGANIZATIONAL PROFILE:**

**Join Us!** At Salud Para La Gente (Salud), we believe that health and wellness are fundamental building blocks for leading a healthy, happy life. We also know health starts for our patients where we live, work, learn, worship, and play.

Salud is a nonprofit healthcare organization with clinics in Santa Cruz County and North Monterey County. As a 'health home,' we have made it our mission to provide high quality, comprehensive, and cost effective healthcare that is responsive to the needs of the communities we serve.

Salud was founded in 1978. We began as a single free clinic offering healthcare primarily to farmworkers living and working on California's Central Coast. Since that time, Salud has become a federally qualified health center (FQHC), and has grown to seven clinics and four school-based health centers providing affordable, high-quality healthcare to nearly 28,000 patients. The organization currently has over 450 employees and an annual budget of over \$53M.

### **POSITION SUMMARY:**

Reporting to the Board of Directors, the Chief Executive Officer (CEO) provides strategic leadership for the organization by working with the community-based Board of Directors and the Executive Leadership Team (the "Core Team") to establish long range goals, strategies, plans, and policies. The CEO will lead with equity, diversity and inclusion at the center of everything they do.

The CEO is responsible for leading all aspects of the organization including organizational culture, operations management, clinical services, external partnerships, community relations, and fundraising. Driven by the core values of the organization, the CEO is the primary face and voice of the organization to a wide variety of stakeholders.

**CANDIDATE QUALITIES:** The CEO is expected to carry out all their responsibilities by exemplifying Salud Para La Gente's core values: Service, Dignity, and Equity. Further, the CEO will place Salud's commitment to being an equitable, diverse, inclusive, and anti-racist organization at the center of their work as they strive to attain exemplary levels of leadership qualities and performance including:

- **Community Passion:** The CEO is expected to be a leader who is passionate about the well-being of others and our community and is able to connect with individuals and families. The CEO will demonstrate a passion that translates into authentic community connection, into caring and positive working relationships with the Board and the staff at Salud, and into an orientation toward patient care and community well-being. Be committed to racial justice.

- **Elevating Salud:** The CEO will be an exemplary leader who is able to realize high levels of support from others within Salud and in the community. This individual will balance “leading from behind”, with galvanizing support and elevating Salud as a leader in our community. While this person will demonstrate humility, vulnerability, emotional intelligence, a strong work ethic, and an ability to connect with others, they may also be an inspirational leader ready to move the work forward.
- **Leading Through Change:** The CEO will be able to strategically manage the organization through current and future transitions, and changes in healthcare. The CEO will have a demonstrated track record of systems thinking within healthcare. In addition, the CEO will demonstrate understanding of complex organizational systems as they guide the organization through any significant changes.
- **Communication and Consensus Building:** The new CEO will be prepared to navigate an organization with over 350 staff, 100 providers and a large executive team. In addition, navigating community relationships and politics with grace, a staff base that is concerned with pay and cost of living, and an active union, are all areas that demand frequent and intentional communication and an ability to build consensus with vested interests. The CEO will collaboratively set organizational strategies that address current and future challenges. Cultivates trust and transparency across the organization.

## **GENERAL RESPONSIBILITIES**

**External Responsibilities:** The CEO represents Salud in its interactions with the community, legislature, and executive branch of government, federal government officials, and other leaders within and beyond the health care community.

**Internal Responsibilities:** The CEO shall be responsible for managing the overall operations, finances, and facilities of Salud in accordance with the Board-approved policies, plans, decisions, and directives. The CEO will be responsible to the Board for hiring and managing the leadership team of Salud.

**Interaction with the Board:** The CEO is appointed by and reports to the Board of Directors and may be removed by the Board at its sole discretion. The CEO shall not be a member of the Board except that the Board may authorize the CEO to represent Salud and vote on its behalf at various governmental, professional, and community meetings. The CEO provides information and recommendations to the Board as requested and appropriate.

## **DETAILED DUTIES AND RESPONSIBILITIES:**

### **1. External Responsibilities:**

#### **Community Relations:**

The CEO will be visible, present, and actively maintain and build relationships within the community, including with community officials, leaders, patients and community members.

#### **Health Care Community**

The CEO will maintain and grow Salud’s presence and stature within the healthcare community, including providers, insurers, associations/networks (California Primary Care Association, National Association of Community Health Centers), and others actively working in healthcare.

## Interaction with Government

The CEO will monitor administrative and policy changes in healthcare and be active in shaping its impact and direction. This will include developing working relationships with elected officials, regulators, and other stakeholders.

## **2. Internal Responsibilities.**

### Staff Leadership and Management:

The CEO is responsible for Salud achieving its long-range plan and fulfilling its mission to provide high quality comprehensive and cost-effective healthcare responsive to community needs as an equitable, diverse, inclusive, and anti-racist organization. The CEO does this through program development, organizational leadership, and excellence in financial management and planning, and through maintaining relationships with a strong Board of Directors. Critical to the success of the CEO will be to maintain a supportive and inclusive climate that attracts, keeps, and motivates a diverse top-quality staff.

### Financial Management:

The CEO maintains responsibility for the financial health of Salud, and must present and adhere to an annual budget that reflects the long-term plan and mission of the organization. The CEO must oversee appropriate financial management and accounting that aligns with Board and organizational policy, best practice, and any legal compliance. This includes monitoring and making corrective budget recommendations to Salud leadership and the Board as necessary.

### Grants Administration and Fund Development

The CEO will carry out a fund development strategy that brings in grants, contracts and other contributions that support the overall financial health of the organization. This will include building and maintaining relationships with current and future funders and entities.

### Facilities Management:

The proper operation and maintenance of Salud's facilities is critical to the success of the organization, including the potential expansion of property, construction, and renovation. The CEO will be responsible for monitoring this in the context of Salud's long-term plan.

### Planning and Marketing:

The CEO will assist the Board in periodically developing, updating, and monitoring the implementation of the strategic plan for Salud and developing an effective marketing plan and promotional activities that align with the plan and approved budget.

### Operations Management:

The CEO is accountable to the Board of Directors for achieving the success of Salud. As a part of this, the CEO is expected to ensure all supervisory staff are effectively carrying out their duties and responsibilities. The CEO should understand how to navigate: proper patient flows and interactions, clinical errors, quality assurance, and systems management/electronic health records and personnel systems.

### 3. **Board of Directors:**

The CEO is the primary liaison between the Board of Directors and the staff of Salud. The CEO must appropriately elevate organizational and staff items to the Board as well as communicate Board decisions to the staff. The CEO will work closely with the Board and Board committees, and ensure their success by educating them on healthcare issues and trends and adequately prepare them to make critical policy and strategy decisions.

### 4. **Hospital Administration:**

The candidate should have a breadth of knowledge and experience in healthcare systems and medical care to lead Salud to effectively integrate, align, and partner with Watsonville Community Hospital, recently acquired by the Pajaro Valley Healthcare District, to assure Salud's members and the general community the opportunity to receive integrated and comprehensive primary and specialty services. This includes the ability to work effectively with the Pajaro Valley Healthcare District Board members, Watsonville Community Hospital leadership, local medical groups and medical organizations, such as the Central California Alliance for Health, local and state government leaders and other community partners.

### QUALIFICATIONS

- Master's degree in a related field is desirable along with a demonstrated record of obtaining ongoing job-related education and training.
- Minimum of five years of medical/healthcare management experience in an FQHC environment or equivalent experience sufficient to satisfy the Board of Directors that the job can be performed satisfactorily.
- Demonstrated abilities in program development and operation, community relations, employee relations, grants, financial management and public speaking.
- Familiarity with health care delivery and financing trends and issues in the industry and operating environment with particular emphasis on community-based primary care that includes medical, dental and behavioral health services. Knowledge of speciality care and patient-centered approaches to care coordination are preferred.
- Broad knowledge of the operation of federal, state, and local health departments; knowledge of nonprofit management, including fund accounting and budgeting; comprehensive knowledge of the principles and practices of public health administration and of contemporary public health issues; broad knowledge of management principles and techniques; broad knowledge of federal and state resources available for use in organizational programs.
- Skill in applying administrative principles in organizing and leading a complex team-based operation; skill in dealing effectively with people at all levels; skill in presenting ideas effectively both orally and in writing; skill in preparing and analyzing budgets and financial reports; skill in analyzing and solving problems; skill in resolving conflicts in a positive and constructive manner.
- Proficiency in Spanish is highly preferred.

**BASE SALARY AND BENEFITS PACKAGE**

Annual Base Salary Range: \$300,000 - \$400,000

Benefits include: Medical, Dental, Vision and Life insurances, Voluntary Life Insurance, Voluntary Long Term Disability, 401K with employer contribution, FSA for dependent care, PTO.