



Executive Director

The Behavioral Diabetes Institute Introduction and General Overview:

The Behavioral Diabetes Institute (BDI) was created as an educational non-profit organization to better recognize, understand, and tackle the real-life emotional challenges of diabetes. To accomplish these tasks, the BDI provides limited direct clinical services for people with diabetes (e.g., diabetes-specific psychological support programs and behaviorally-based education and training in diabetes self-management) and professional services for health care professionals (e.g., training programs in behavioral diabetes interventions). It also conducts studies to elucidate the key behavioral contributors to successful diabetes management.

Since BDI's founding in 2004, several thousand people with diabetes and their loved ones have participated in our in-person programs in San Diego, California. Currently, BDI offers a variety of very low-cost group classes and one-day workshops that address: depression, eating disorders, life with complications, parenting challenges and struggles with control, and diabetes "burnout." In addition, BDI has reached over 250,000 people with diabetes and their loved ones through its written publications and online resources.

POSITION OVERVIEW:

The Behavioral Diabetes Institute is seeking to increase awareness of its mission and services with the medical community and the general public. This will require an executive director who, working with the organization's leadership, can help develop a vision and implement a long-term plan to increase the donor base necessary to support and grow its operations.

The ED will be charged with increasing BDI's capacity to raise funds for general operations and for new services while also managing the daily operations of the organization. He/she will be responsible for the strategic planning, direction, and management of all fund-raising activities.

The ED will report to and work closely with BDI's Board of Directors and CEO/Founder Dr. William Polonsky, and will identify, cultivate, and solicit potential major-gift donors among individuals and

corporations. The ED will maintain and develop relationships with important constituencies and partners in order to promote and coordinate the Foundation's fund-raising activities.

The ED will play an active and vital external role for the Behavioral Diabetes Institute, serving as its public face. In partnership with leadership and staff, he/she will create a strategic plan for all communications and public/media relations and will take an active role in the implementation of that plan.

The ED will supervise staff of one part-time office administrative employee, contractors, and volunteers.

RESPONSIBILITIES: The specific responsibilities include but are not limited to:

Leadership and Strategy:

Develop an extensive understanding of the Behavioral Diabetes Institute: its history, mission, strategy, operating plan, and culture.

Assimilate into BDI's culture by establishing excellent working relationships with the Board, senior leaders, staff, and other key constituencies.

Work with the Board and senior leaders to create and implement a five-year strategic plan detailing how best to position and market BDI in order to expand the reach of the organization and increase the donor base required to ensure its financial health.

Assess the current state of the organization's fund-raising program. Building on its current success, develop a new fund-raising strategy/plan that is aligned with the organization's long-term strategic plan.

Finance/Management/Operations:

In collaboration with the Board and senior leaders, develop the annual revenue and expense budgets; present budgets for approval to senior leaders, the treasurer, the Finance Committee and, ultimately, the full Board; monitor actuals against projections; advise senior leaders and the Board of potential variances from projections.

Develop, produce, and deliver to the Board and senior leaders clear analytical reports that synthesize BDI's financial picture and its progress against financial goals in specific areas.

Manage all aspects of the day-to-day cash flow and donations made to the organization. Manage and develop the organization's staff by setting clear performance goals, evaluating progress against these goals, and correcting any performance deviations.

Oversee the organization's outside accounting firm and auditors to ensure that all policies and protocols are in place and being followed and that all aspects of the audit, including completion of IRS Form 990s, are carried out correctly and in a timely manner.

Fund Raising:

Develop and implement a comprehensive approach to fund raising that is aligned with the Behavioral Diabetes Institute's strategic vision/plan; develop and manage unique fund raising opportunities/relationships with significant revenue potential to advance organizational growth.

Ensure that BDI is using best practices and innovative approaches in its fund raising plan.

Maintain a personal and balanced portfolio of prospects and donors, with focus on high-potential gifts/grant opportunities.

Ensure that all fund raising events meet objectives and the highest standards for quality.

Be fully responsible for the integrity of the information contained in the donor information system; work with staff to manage the fund-raising information system so that data is timely, accurate, and consistently recorded in accordance with development, financial, and regulatory policies and procedures.

Define all department administrative and solicitation policies and ensure compliance with all financial and operating policies.

Create a high-quality donor acknowledgment and recognition program.

Marketing/Communications:

Create a marketing and positioning platform to ensure a differentiated and compelling message that is consistently used in all communications.

Oversee the creation, production, and delivery of all marketing and communications materials (newsletter, Website, annual report, educational materials, donor communications, correspondence, etc.) to ensure consistency with the strategic message.

Work with key leadership staff to oversee the re-design and re-build of BDI's website.

Devise and implement innovative PR/marketing strategies, to include social media techniques, to build awareness of the Behavioral Diabetes Institute to individuals with diabetes and their families, healthcare professionals, and other potential supporters.

Board:

Collaborating with the president, educate, orient, and engage current board members in fund raising efforts; create and implement new fund raising initiatives/approaches/goals for members.

Help identify and recruit new board members, with a focus on those with a passion for the mission and with the ability to contribute significantly to the achievement of new strategic and revenue goals.

Plan, prepare for, and send out advance communications for each board meeting; with the president of the board, develop the agenda; prepare and circulate minutes of all Board meetings.

Coordinate meetings of board committees.

EDUCATION:

A bachelor's degree is required. Advanced degrees are desirable, but not required.

EXPERIENCE, COMPETENCIES, AND PERSONAL CHARACTERISTICS:

10-15 years of demonstrated success within a non-profit organization in building/leading or performing development functions are required. Experience in a nonprofit is required.

Broad-based businessperson, with strategic insight and proven success in creating business and fund raising strategies and in implementing them to achieve goals in highly competitive environments.

Experience in large and small businesses is desirable; proven track record of building an organization/function from the ground up.

Experience leading a development function, with significant experience/exposure to a comprehensive fund raising operation, including Annual Fund, Major Gifts, Planned Gifts, Public and Private Grants, Campaigns, Event Planning, Donor Acknowledgment and Recognition. (Position does not require direct experience with every aspect of fund raising.)

A record of success in conceptualizing and articulating long-range financial development goals; ability to quickly grasp financial and programmatic concepts and package them into cogent, fundable programs.

Proven track record of securing significant fund raising revenue.

Exceptional interpersonal and telephone skills; success at cultivating strong relationships with all internal and external stakeholders: boards of directors, staff members, current and potential donors, corporate and healthcare partners.

The ability to develop strong relationships with BDI's team, especially with Board members and senior leadership; a track record of successfully engaging a Board and further developing its fund raising capability.

Proven leadership skills and experience managing people through well-established performance management skills.

Outstanding written and oral communication skills; ability to present to and influence a variety of people and audiences; can structure and lead business and solicitation meetings.

Excellent analytical and process skills. Capable of monitoring and synthesizing data, identifying trends, and making recommendations for improvement based on rational thinking. Good understanding of administrative processes, systems, and databases.

Excellent computer skills, with experience in Excel, Word, PowerPoint and QuickBooks.

Well organized, with the ability to prioritize and manage multiple responsibilities and projects with a high sense of purpose and urgency.

A strong, dynamic leader; an independent "self-starter" with the necessary persistence and stamina to respond to the demands of the organization and work collaboratively to achieve results.

Unquestionable personal integrity. Exudes credibility and professionalism. Able to effectively build confidence in others.

Passion for nonprofit organizations.

COMPENSATION AND WORK REQUIREMENTS:

The compensation and comprehensive benefit package are competitive.

APPLICATIONS AND REFERRALS:

Applicants should send a current resume in Word format and a summary of relevant fund raising experience/credentials to: Susan Guzman, PhD at info@behavioraldiabetes.org