



EXECUTIVE SEARCH OPPORTUNITY PROFILE

For the position of:
President

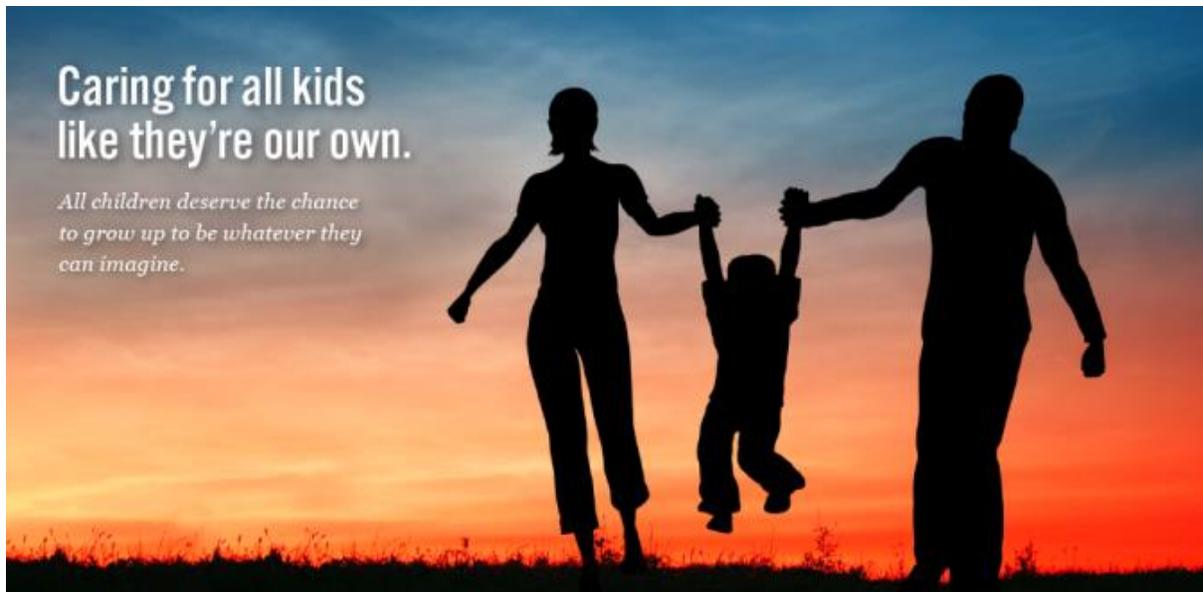
Safe Kids Worldwide

October 2017



**executive
search &
recruitment**

ADVANCING NONPROFITS



SUMMARY OF THE OPPORTUNITY

This is a unique opportunity to lead Safe Kids Worldwide, a global non-profit organization focused on reducing the unintentional injuries that claim the lives of almost 1 million children annually. Safe Kids seeks a President who will provide dynamic, visionary leadership and guide the organization as it continues to expand in reach and impact.

THE ORGANIZATION

SAFE KIDS WORLDWIDE BEGINNINGS

Safe Kids was founded in 1988 by Dr. Martin Eichelberger, a pediatric trauma surgeon at Children's National Medical Center in Washington, DC. Too many times, Dr. Eichelberger experienced the dreadful moment of telling parents that their child had died. Often, the devastated parent would ask, "Was there anything we could have done to prevent the tragedy?" Dr. Eichelberger was forced to answer, "yes". In his determination to take action, he joined with Johnson & Johnson to create the National SAFE KIDS Campaign. At that time, SAFE KIDS was the only non-profit in the United States whose mission was solely to prevent unintentional childhood injuries.

Through their work over the past 30 years, Safe Kids Worldwide (as it became officially known in 2005) has worked closely with partners to help reduce the US childhood death rate from preventable injuries by 60%. It has also made a major impact around the world.

SAFE KIDS WORLDWIDE TODAY

Today, Safe Kids Worldwide (SKW) operates as a 501c3 subsidiary of the Children's National Medical Center in Washington, DC. SKW works with an extensive network of more than 400 coalitions in the US and with partners in more than 32 countries to reduce traffic injuries, drownings, falls, burns, poisonings, and more. Based on the specific needs of each community,

SKW helps its coalitions create awareness and education initiatives, advocate for improved laws, and implement evidence-based programs that drive behavior change.

Specifically, SKW is organized into five areas of focus and expertise:

- **Research**–Through primary and secondary research SKW explores how and why injuries happen, determines proven prevention practices, and identifies emerging risk areas. The SKW research ensures the scientific integrity of its prevention efforts while ensuring meaningful programs and information for parents and caregivers.
- **Programs & Network**–Based on the needs of their communities, SKW works with its coalitions to implement evidence-based programs such as car seat checkup programs, sports safety clinics and bike rodeos that provide parents, caregivers, and kids with the information they need to prevent childhood injuries. Programs combine education, awareness, environmental changes and safety device distribution to parents at the local, grassroots level.
- **Advocacy**–SKW advocates on behalf of children at a national, state and local level. SKW partners with lawmakers and regulators in Congress and at federal agencies to elevate child safety issues. It works with coalitions in the US to spread the word about injury prevention and engages state legislatures, city councils and school boards. Finally, it works with partners around the world to make injury prevention a top priority on the global agenda.
- **Communications**–SKW is recognized as the leading resource for information on childhood injury prevention. Through establishing connections with traditional media and a strong social media presence, SKW is well positioned to engage with the general public on a wide variety of issues. Award winning videos have been created and are available on the www.safekids.org website.
- **Resource Mobilization & Corporate Partners**–Funding and resource development is a key component for all non-profits. SKW has enjoyed sustained, long term relationships with several global companies including Johnson & Johnson (29 years); General Motors (20 years); and Federal Express (17 years) among others.

THE OPPORTUNITY

Preventable injuries are the number one cause of death for children in the United States and an epidemic around the world. One million children die every year from preventable injuries and millions more are injured in ways that can affect them for a lifetime.

SKW has been effective as an organization due in part to its success in changing policies, regulations, attitudes and behaviors. This requires a sustainable, focused effort to connect with families at the grassroots level to provide meaningful information that affects change.

The organization has grown far beyond its original scope and reach. Today, SKW is recognized as a national leader in protecting children on the road, at home and at play. While this impact is felt around the world, there is much to be done. SKW is sound and poised for growth. Through expanding relationships with current coalitions and global partners as well as new partnerships, Safe Kids intends to continue to expand its efforts for greater and sustained impact.

As the Board of Directors and management team take steps to support the SKW strategic plan for growth and impact, there is a recognized need to recruit a President who will provide effective leadership in positioning and guiding the organization to effectively build on its past successes while moving the organization forward. The new President will bring a fresh insight and strategic view to SKW organizationally while strengthening its brand, strengthening/diversifying its funding base and continuing to grow and expand its impact in injury prevention.



ROLE & CANDIDATE PROFILE

The incoming President will be a dynamic leader and strong communicator with proven success in leading organizations with similar missional alignment. He/She will be an innovator, with the ability to define, implement and execute a strategic vision reflecting the goals of the organization. In addition, the incoming President will ensure the organization is structured appropriately with a talented team in place, following best practices in all areas to include administrative leadership, strategy/program development, and organizational and financial management. Further the new President will work closely with the Board to develop a comprehensive, sustainable resource funding model that supports current and future needs by identifying and cultivating current and potential partners, donors, and stakeholders to expand funding resources.

The successful candidate will be an experienced senior executive who has effectively led organizations to new levels of growth and sustainable impact. He/She will be a strong leader who is collaborative and possesses unquestionable integrity with a commitment not only to the mission of the organization but to those within the organization, its coalitions and partners. Further, he/she will meet the following qualifications:

- Be an effective administrator and manager with the business acumen to effectively guide the organization to meet financial and operational expectations,
- Be an effective fundraiser who has the strategic vision and a strong track record in building a diversified, sustainable funding base of corporate, individual and government donors,
- Be attuned to the culturally diverse nature of SKW and have successful experience in establishing and developing productive relationships across a wide range of partners, stakeholders and constituencies,
- Possess the talent and skills to be an effective advocate and spokesperson, developing and maintaining relationships with media to advance the mission,
- University degree in Business, Medicine, Social Science, Philanthropy or related field required with Masters or advanced degree highly preferred.

In short, the new President will be a talented manager and leader whose approach is strategic, collaborative, and characterized by the ability to inspire, motivate, and empower others to achieve the goals of Safe Kids Worldwide. While providing clear direction for the organization, this individual will possess highly developed communications skills, be creative, curious, and possess a high emotional intelligence enabling her/him to direct the organization in a manner that identifies and activates opportunities available. While possessing the skill to lead strategic planning and resource development initiatives, the new President will be an executor with the ability to drive change in a positive, productive manner and to focus limited resources in areas that best enable efficient achievement of the mission.

COMPENSATION

The compensation package is highly competitive with comparable opportunities. Safe Kids Worldwide is committed to attracting and retaining talented leadership and staff.

LOCATION

The President's office is located in Washington, DC and the incoming President will be expected to occupy that office.

THE SEARCH AND SELECTION PROCESS

[DB&A Executive Search and Recruitment](#) has been retained by Safe Kids Worldwide (SKW) to conduct this search for their next President. Candidates will be identified through a number of sources and DB&A consultants will review and evaluate all interested parties in the process of determining a final group for consideration. The search will be coordinated by SKW senior management and the final candidate selection will be made by a search committee consisting of SKW leadership.

The search will be conducted in a professional, consistent manner with a commitment to all potential candidates being afforded the same considerations by the search firm and the Client. All reasonable efforts will be made to protect the confidentiality of candidates.

Additional information on the search process may be obtained through Ron Infinger, Vice President, DB&A Executive Search, or by visiting <http://www.DBA-Search.com> and clicking on the "Opportunities" page for position information and to submit an application online.

For further information on this search, please contact:



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