

## Position Profile

# Executive Director, Political Innovation

**WHY COMPETITION  
IN THE POLITICS INDUSTRY  
IS FAILING AMERICA**

A strategy for reinvigorating our democracy



Metro Milwaukee, Wisconsin

February 2018

## Position Overview

In September 2017, Katherine Gehl and Michael Porter released a report entitled *Why Competition in the Politics Industry is Failing America: A strategy for reinvigorating our democracy* <http://www.hbs.edu/competitiveness/Documents/why-competition-in-the-politics-industry-is-failing-america.pdf>. Going forward, they are committed to nationwide efforts to further the cause of political innovation and deliver on specific initiatives highlighted in the report.

This new position, Executive Director, Political Innovation, reporting to Katherine Gehl, will lead the operations of organizations established to deliver on the initiatives and will provide critical ongoing support for the efforts of the strategy. For more information on their efforts, please visit <https://www.katherinegehl.com/>

The organization will include several tax-exempt 501c3 and/or 501c4 entities. The Executive Director will be responsible for all aspects of the success of these entities—including their strategies, programs, fundraising, staff, communications, and operations. In addition, the Executive Director will proactively seek strategic and collaborative relationships to leverage the political dynamics necessary to bring about systemic change at a local, regional, and national level. This is a start-up organization, and the Executive Director will be in on the ground floor, doing everything necessary to advance this strategy to transform politics forward. The roles and responsibilities of the Executive Director will evolve with the growth and successes of the organization.

The ideal candidate is an entrepreneur in spirit and is steadfastly passionate about politics—and transforming the system. (S)He is a gifted leader, phenomenal communicator, excellent strategic thinker and an outstanding project manager. (S)He will be able to engage stakeholders with ease through external relationship management. The Executive Director will ensure that engagement activities align with long-term organizational strategy while exhibiting a positive attitude and executing tasks with an ease and calm demeanor.

## Primary Responsibilities

- Conceive, develop and execute strategic initiatives and projects to advance the reform strategy outlined by Gehl/Porter
- Represent the strategy and initiatives as required locally, regionally, and nationally
- Recruit, hire and manage staff as determined by the needs and growth of the organizations
- Oversee fundraising strategy and activities to support and grow the organizations

- Develop and manage budgets for all organizations and provide reporting to key stakeholders
- Oversee the creation and management of best business practices for these new organizations
- Work with outside legal counsel to ensure compliance with complex legal and financial requirements for tax-exempt (501c3 and 501c4) organizations
- Create and maintain strong, strategic, and collaborative relationships with counterparts within the political reform community
- Develop and execute a strategic, omni-channel communications plan, including creative campaigns for print projects, direct mail, advertising, social media, e-newsletters, web initiatives, and media engagement
- Create relevant and compelling content for external audiences, such as op-eds, multimedia presentations, slides, articles, fact sheets, talking points, event briefings, meeting summaries, press releases, and media advisories
- Support the writing, publication, and promotion of a book, including research and coordination with outside advisors and research assistants
- Manage logistical planning and execution of events and engagement efforts, including creative briefs, speech content, and branding to deliver maximum impact
- Maintain consistent records regarding communications, actions, events, engagement, and the participation of community stakeholders
- Evaluate measurable impact of strategic activities for each organization including: initiatives and programs, fundraising, and communications
- Monitor, report, and advise on developments, trends and attitudes regarding political reform
- Oversee development and management of personal and professional network, including management of extensive mailing lists and databases
- Plan and manage events, workshops, and large meetings

### **Qualifications and Character Sketch**

- Bachelor's degree required
- Deep commitment to, and enthusiasm for, the mission of systemic political reform
- Willingness to work long hours and engage at all levels, doing whatever it takes to get the job done
- Commitment to non-partisan political innovation, over and above the achievement of any specific policy priority
- At least five years of experience in the political/government/policy sector, including a track record of driving measurable results
- Highly organized with demonstrated ability to simultaneously balance deadlines and projects in a fast-paced, entrepreneurial environment
- Ability to assess strategic opportunities and create processes and systems to execute on strategic priorities
- Outstanding written and oral communication skills
- Attention to detail, strong organizational and management skills, and consistently quality work

- Demonstrated ability to work collaboratively in a team environment
- Proficiency in Microsoft Word, Excel, Outlook, PowerPoint, Constant Contact, databases and various social media platforms
- Exceptional personal responsibility for meeting goals and a track record of success
- Critical thinking ability and excellent problem solving, with sound judgment in prioritizing problems and opportunities
- Proactive and resourceful approach to work, taking initiative to get things done
- Willingness to travel, as some domestic travel will be required for this position

*While this profile is intended to be an accurate reflection of the most significant duties of the current position, it is not necessarily exhaustive of all responsibilities, duties, efforts, requirements or expectations. Other duties may be assigned as necessary.*

### CANDIDATE APPLICATION INFORMATION

For full consideration, please email all three items below, combined into one document/attachment, to [GehlED@leadingtransitions.com](mailto:GehlED@leadingtransitions.com), no later than 5:00 p.m. CST on Friday, March 16, 2018:

1. A **letter** describing your qualifications for the Executive Director, Political Innovation position, including your specific interest in this work and a description of your salary parameters;
2. A detailed and updated **resume**; and
3. The names of, your relationship to, and contact information for, **three professional references**.

Please note:

- References will not be contacted until a candidate has been notified
- Background and verification checks will subsequently be performed, with candidate permission, and are required to be hired for this position
- All inquiries and interactions with potential candidates are kept in confidence
- Katherine Gehl plans to have an offer out for this position in late April 2018

Leading Transitions is committed to the future vitality of nonprofit organizations, philanthropic institutions and leaders. The practice has been refined to provide the flexibility necessary to adapt to the intricacies and dynamics of any transition. To learn more, please visit: <http://leadingtransitions.com/>.

\*\*\*\*\*