



2020
Position Specification

Alliance to End Hunger Executive Director

Prepared by
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Heidrick & Struggles advises client companies on the basis of an exclusive consulting assignment. The following details are for personal review and should be kept confidential.

HEIDRICK & STRUGGLES

Organization Overview

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Engagement Team

Organization	The Alliance to End Hunger is a coalition of over 90 members —corporations, nonprofits, faith-based organizations, universities, foundations, international organizations, and individuals. While driving factors may vary among membership, there is a shared conviction that addressing hunger is essential.
Mission	The Alliance to End Hunger engages diverse institutions to build the public and political will to end hunger at home and globally.
Programs	<p>Advocacy The Alliance elevates hunger on the national agenda by encouraging political leaders to become advocates for anti-hunger programs in the U.S. and globally. Alliance members are working together to urge some of the most influential anti-hunger leaders in Congress to use their political power to influence policy on both the national and international level. The Alliance’s advocacy strategy aims to build the will to end hunger by creating opportunities for policymakers to learn about hunger and, over time, developing more hunger champions among the 535 Members of Congress. The member led Advocacy Committee steers the Alliance’s advocacy efforts through its bi-monthly meetings.</p> <p>Hunger Free Communities Initiative The Alliance to End Hunger’s Hunger Free Communities (HFC) Network supports broad-based, multi-sector coalitions that are committed to ending hunger in their communities. These coalitions range in scale from small towns and counties, to major metropolitan areas and states. Some are led by Members of Congress, Governors and Mayors, while others are entirely volunteer driven. At their core, these Networks are formed around the belief that to end hunger at the local level a broad range of community stakeholders must unite behind a common vision and strategy.</p>

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Programs	<p>SDG2 Advocacy Hub</p> <p>The SDG2 Advocacy Hub coordinates global campaigning and advocacy to achieve Sustainable Development Goal (SDG) 2: To end hunger, achieve food security and improved nutrition, and promote sustainable agriculture by 2030. The Hub brings together nonprofits, advocacy groups, civil society, the private sector and United Nations agencies to share expertise, ideas, and collaborate on campaigns in order to increase the overall impact of our community of influencers. The Alliance is the fiscal agent for the Hub and a member of the governing body, which is the advisory group responsible for oversight of the Hub's strategy and resource allocation.</p>
Governance	<p>The Alliance is governed by an executive committee and rotating board of directors, which include Alliance members.</p>
Additional Information	<p>Statement of Policy</p> <p>Three Year Plan (2018-2020)</p> <p>Advocacy Playbook</p>

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Context

The Alliance to End Hunger is a unique convener: seen as a respected, bi-partisan, collaborator that brings diverse stakeholders together from corporations, nonprofits, faith-based institutions, universities, and international organizations in the name of addressing hunger both domestically and internationally.

The Alliance brings a collective voice to Congress through their robust advocacy efforts and assists its members in reaching a broader audience on a larger platform. The Alliance convenes over 90 members with varied perspectives and interests in ending hunger to discuss and propose policy for deeply complex food and hunger issues.

Most recently, the Alliance worked with House and Senate leadership, as well as the White House, to register broad-based support for the Supplemental Nutrition Assistance Program (SNAP) to ensure those who are in need of food assistance receive it during the COVID-19 crisis. Nearly 800 organizations from across the country signed letters sent to Congressional leadership and the White House.

Of course, the problem of hunger has only come into sharper relief as the world faces a global pandemic. Like many organizations, the Alliance is refining its priorities and innovating new approaches so that the organization has the greatest impact possible both domestically and internationally. The next Executive Director will continue this foundational work by the Board, bringing vision to the role to ensure the Alliance plays the crucial, nodal role across industries to address hunger.

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The Alliance seeks a visionary leader who is mission-driven and attuned to the work of its member community as it relates to food and hunger in domestic and global spheres. The Alliance has played a convening and connecting role across myriad stakeholders since its inception, and the next Executive Director will help the Alliance further capitalize upon its unique strengths and focus on the most impactful efforts.

The Executive Director will be an exemplary relationship cultivator and manager: adept at forging relationships and partnerships and organizing optimal contexts on a global scale. The Alliance needs a connector and convener who can clearly convey the value proposition of the Alliance to everyone from a faith-based organization to a Fortune 100 corporation. In addition, the next Executive Director should understand how to communicate the disproportionate impact hunger has had on communities of color and how to shape policy and key constituency engagement and collaboration to respond to this reality.

Likewise, the next Executive Director will need to be a leader who understands the importance of advocacy in the Alliance’s mission – both cultivating member organization’s capacity, as well as leading the effort on behalf of the collective. To that end, they will bring a sophisticated understanding of the role the Alliance can play in advancing policy, particularly at the federal level.

In these uncertain and challenging times, the next Executive Director will need to be attuned to the importance of resource-building across various streams, including foundations and the private sector.

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Position Title	Executive Director
Reports To	Alliance to End Hunger Board of Directors
Direct Reports	Director of Coalitions and Advocacy, Manager of Communications and Outreach, and Manager of Membership Engagement and Partnerships. Provides guidance to other Alliance staff, fellows and interns.
Responsibilities	<p>Strategic Planning and Implementation</p> <ul style="list-style-type: none"> • Develop the vision, direction, and strategy of the Alliance in close association with the Board, including for the Alliance’s advocacy efforts and programmatic focus areas. • Implement the new vision, direction, and strategy after Board approval. • Develop and articulate a refined value proposition for the Alliance to current and prospective members and partners. <p>Advocacy</p> <ul style="list-style-type: none"> • Plan, develop and implement an intentional and focused framework for advocacy and policy change efforts. • Develop strategic alliances with key elected officials, community groups, business leaders and others. • Help member organizations engage their networks in advocacy, increase their advocacy impact, and work together to build the political will to end hunger in the U.S. and globally.

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Responsibilities

Fundraising & Membership Development

- Design and execute the fundraising strategy for the Alliance, in partnership with and the board's development committee.
- Identify and cultivate prospective members and funders with a particular emphasis on private sector membership, high-net-worth individuals, and foundation funding.
- Oversight of grant preparation, implementation, and reporting.

Management & Administration

- Develop the Alliance's budget and monitor revenue and expenses.
- With support from Bread for the World's finance and administration department, oversee the Alliance's finances.
- Lead and direct the work of Alliance staff and interns through ongoing supervision and staff meetings.
- Foster collegiality and effectiveness, strengthen organizational capacity, and promote diversity and innovation.
- Evaluate the performance of staff.
- Develop and maintain systems of evaluation to ensure the effectiveness and quality of the Alliance's work.
- Relate to the Board and support their work; Staff board's committees.

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Responsibilities

External Relations & Collaboration

- Serve as the Alliance’s external spokesperson for mission and programs to all constituencies, including the general public and the media.
- Represent the Alliance at public events and speaking engagements.
- Develop and maintain key organizational relationships with Alliance members, Board members, government partners, international partners, and funders.
- Foster complementarity and collaboration between the Alliance, Bread for the World and Bread for the World Institute to advance shared goals.

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Pivotal Experience & Expertise

Mission-Driven – Authentic mission-orientation for the issue of ending hunger and food insecurity.

Communication & External Presence – Strong external presence with the ability to effectively engage and build relationships with members: nonprofit organizations, government officials, corporations, universities, foundations, faith-based institutions, and international agencies. Ability to articulate the Alliance’s mission and value proposition.

Fundraising – A deep understanding and aptitude for fundraising, particularly from foundations, corporations, and high-net-worth individuals.

Advocacy – Understanding of advocacy methods, including direct lobbying, coalition work, and media outreach.

Strategic Development and Implementation – Ability and track record of developing and implementing strategies across an organization. Ability to develop new ways to engage existing problems and ability to motivate others to work together to achieve strategic goals.

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Culture Fit & Impact

Relationship Builder – Adept at building relationships across multiple sectors in nonprofit and for-profit settings. Ability to connect and align members, organizations, and issues. Track record of working collaboratively in diverse and inclusive settings.

Collaborator & Neutral Convener – Demonstrated ability to be a neutral convener by bringing different stakeholders together with differing opinions. Demonstrated ability collaborating with different groups for a common goal or purpose.

Unbiased Influencer – Ability to influence across political lines. Ability to navigate differing viewpoints with grace, allowing disagreements to exist constructively without a personal agenda.

Entrepreneur – Ability to build up an organization by diversifying revenue streams, hiring, engaging and attracting new members, and defining and implementing new strategy.

Emotional Intelligence – Natural inclination for curiosity and willing to listen.

Mission Orientation – Passion for the Alliance’s mission to end hunger.

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