

LiveWell Greenville Executive Director Position Summary

Executive Director: Sally Wills, MPH

Effective Date:

LiveWell Greenville Hire Date:

Current Salary:

Date of Last Pay Raise:

Biography: As a graduate of USC's Arnold School of Public Health, Ms. Wills began her career as a program evaluator with the South Carolina Department of Health and Environmental Control. This strong background in data collection and interpretation set the stage for the community based work that followed as the Executive Director of a Healthy Carolinians coalition and the Director of the Gardner-Webb Student YMCA. After spending five years living in Monterrey, Mexico with her family, she moved to Greenville, South Carolina. Ms. Wills joined the LiveWell Team in the Fall of 2011 as the Operations Director, assumed the roles of Acting Executive Director in September 2013 and Executive Director in March of 2014.

Position Summary

The LiveWell Greenville Executive Director is responsible for providing support, guidance and strategic direction to a broad-scale public/private partnership to foster the development of policies, strengthen systems and influence environmental changes that support the adoption of healthy lifestyles among Greenville County residents. Specifically, he or she will coordinate the actions of the LiveWell Greenville team to provide strategic direction to the coalition; strengthen and develop partnerships necessary to provide coalition sustainability; communicate with partners, media and the funders the success of the coalition; and assure financial sustainability of the coalition and workgroups.

Duties and Responsibilities

Operations

- Stay abreast of emerging issues related to healthy eating, active living and community development to assure coalition relevance
- Work with Operations Director and Leadership Team treasurer to develop (annually) and monitor (monthly) the coalition budget
- Monitor and review expenses and income and write appropriate checks in accordance with the financial policies and procedures weekly
- Provide strategic support to workgroups in development of CAPs, partnership development and implementation
- Supervision of the coalition staff
- Oversee the implementation of the organizational strategic plan

Communications

- Serve as a resource to the media for issues related to healthy eating, active living, LiveWell Greenville initiatives and coalition initiatives in partnership with the Strategic Partnership Director
- Work with the Strategic Partnership Director to provide oversight to LiveWell Greenville's external communications strategy to include advocacy campaigns, press conferences, website, social media, and mass media
- Serve as a conduit for communications between staff, leadership team and volunteers to assure messages are translated across groups
- Make presentations to potential partners, community groups, individuals and state/national groups

Collaboration

- Facilitate, in partnership with the Chair, the Leadership Team and Advisory Board meetings to include agenda development and action item follow up
- Foster and develop relationships with key community members to drive the implementation of the community action plan
- Oversee the transition of workgroups to task forces in accordance with the strategic plan

Driving Partner Action

- Provide training, support and opportunities for Leadership Team members and LiveWell staff to facilitate the implementation of the coalition's CAP
- Provide strategic support and facilitative leadership to the coalition
- Recruit, develop and maintain an active, diverse partnership of private and public stakeholders
- Serve as primary contact and support to the Leadership Team, Leadership Advisory Board and staff
- Develop relationships with elected officials, business and community leaders and other groups who play key roles in policy, systems and environmental changes
- Support and provide leadership as appropriate to state, regional and national efforts to improve population health

Evaluation

- Regular (at least monthly) update of data related to the coalition's process evaluation, as directed by the Principal Investigator
- Active participation with the Evaluation Team and task force facilitators to determine the products needed to demonstrate coalition impact
- Serve as a liaison between program and evaluation to demonstrate successes, best practices, impacts and outcomes as a result of community action plan implementation
- Coordinate with Principal Investigator and Operations Director to disseminate coalition impact information

Fiscal Management

- Lead the development and execution of a fund development including budget development, grant writing, and sponsorship development
- Lead, in coordination with the Operations Director, the development and regular monitoring of the annual budget

- Provide support and assistance to the Principal Investigator to assure the collection of appropriate records to support grant funding and reporting
- Build relationships with local foundations and partner organizations with the intent of securing funding for the coalition

Qualifications

- Bachelor degree and ten years minimum experience in health education, community development, nonprofit management or other related experience, Master's degree preferred
- Effective oral and written communication skills
- Strong interpersonal skills, the ability to supervise and motivate others
- Strong analytical and problem solving skills
- Effective financial management skills

Effect of End Result

The proper performance of this contractual position will result in strong, trusting partnerships, pooled and leveraged resources, effective communications and branding and clear correlations between the collaborative action of the coalition and policy and environmental changes that support healthy lifestyles.

Sarah M. Wills

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Simpsonville, South Carolina 29680, 864-688-2051
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SKILLS SUMMARY

Professional with more than 12 years of public health experience in the public and private settings. Results oriented, goal directed, organized manager capable of handling multiple tasks. Effective presentational, training, personal computer, and marketing skills as well as excellent leadership, public speaking, and interpersonal skills.

WORK EXPERIENCE

LiveWell Greenville, Executive Director - LiveWell Greenville, Greenville, SC, September 2013 – Present.

Provide facilitative leadership and management of coalition of over 100 community partners. Manage and provide oversight of policy, systems and environmental change initiatives for coalition partners. Provide oversight of targeted strategies to improve health (businesses, after school providers, schools, etc.). Duties include project management, staff supervision and training, fund development, governance, committee management and other functions

LiveWell Greenville Director of Operations– LiveWell Greenville, Greenville, SC, October 2011 – September 2013.

Provide operational support to coalition, work groups and staff including resource development, relationship building, advocacy, and administration. Responsible for implementing coalition communications plan through traditional and social media outlets, direct communication with partners and the community and social marketing. Assist with local advocacy opportunities to influence policy, systems and environmental changes.

Gardner-Webb Student YMCA Executive Director – Cleveland County Family YMCA, Inc., Shelby, NC, July 2003 – July 2004.

Guide, direct, supervise and coordinate all activities of the Gardner-Webb Student YMCA including budget, curriculum, board, and program development. Serve on the Management Team of the Cleveland County Family YMCA and the Office of Student Development at Gardner-Webb University. Act as a liaison between students, National YMCA and local non-profit management. Facilitate instruction of YMCA management modules for students through course development, classroom instruction, and student evaluations. Supervise and coordinate the activities of the Program Director of the GWU Student YMCA and student interns.

Alliance for Health Coordinator/Executive Director – Carolinas Healthcare System, Community Health Institute, Shelby, NC, April 1999 – July 2003.

Serve as executive director of a collaborative focused on improving the health of Cleveland County through prevention initiatives. Strategically market programs and materials to specific target audiences to increase participation in Alliance for Health initiatives. Recruit key decision makers to serve on work groups and committees to execute community health

initiatives. Responsible for grant writing, fund distribution, budget management, activities coordination, strategic planning, and other coalition tasks. Coordinate community educational activities to meet the prevention needs of the county's non-profit agencies.

Adjunct Professor – Gardner-Webb University, GOAL Program, Boiling Springs, NC, Spring 2000.

Plan, coordinate, and instruct adult students on the principles of healthy lifestyles. Work with students in designing personal behavior change goals and plans. Facilitate the fitness class by demonstrating skills learned in the lecture portion of the course.

Family Planning Evaluation Coordinator – Maternal and Child Health/Community Health, Department of Health and Evaluation Control, Columbia, SC, January 1997 – April 1999.

Plan, implement, and facilitate full-scale evaluations for four statewide maternal and child health programs, including survey design, analysis plans, staff training, and data interpretation. Developed long-range plans for the evaluation team and assisted with the planning of programmatic activities at the state level. Serve as a district liaison to statewide staff for the purpose of developing new family planning community-based initiatives utilizing qualitative and quantitative data. Assisted the MCH Community Director in the management of special program related activities. Identified staff educational needs and implemented appropriate training courses. Managed, supervised and coordinated the day-to-day activities of the six -member evaluation team.

Health Educator II – South Carolina Lead Poisoning Prevention Program, Trident Health District, Department of Health and Environmental Control, Charleston, SC, July 1996 – December 1996.

Responsible for the health education activities of a multi-disciplinary lead poisoning prevention team including the development of educational materials, coordination of teacher/trainer trainings, and instruction to children and parents on the dangers of childhood lead poisoning. Supervised, coordinated, and monitored the activities of two parent educators. Provided primary leadership in developing quarterly meetings and activities of the Charleston Lead Advisory Board.

Coordinator of Qualitative Outreach Evaluation/Graduate Assistant – Office of Planning and Evaluation, Department of Health and Environmental Control, Columbia, SC, August 1995 – June 1996.

Conduct a qualitative research study examining the Family Planning Outreach Program, which included creating the study design, conducting structured interviews and completing data analysis and interpretation. Assisted thirteen health districts with program planning by interpreting needs assessment data for the purpose of designing effective program strategies. Participated in evaluation team efforts to conduct process evaluations for two community based teenage pregnancy prevention programs.

Health Education Specialist Assistant - Blue Cross and Blue Shield of South Carolina, Columbia, SC, May 1994 – December 1995.

Scheduled and conducted employee health assessments for large corporations. Counseled clients regarding screening results and recommended individualized lifestyle change plans based on health risks. Designed and implemented worksite wellness programs and curriculums focusing on physical activity, cholesterol, diabetes, nutrition, and blood pressure management. Developed educational handouts and packets on a variety of health topics.

EDUCATION

Masters in Public Health in Health Promotion and Education

University of South Carolina, Columbia South Carolina, 29202

May 1996

Bachelors of Science in Health Science

Clemson University, Clemson, South Carolina 29631

May 1994

Certified Health Education Specialist (CHES)

October 1996