
Vice President of Impact - Economic Opportunity

Dogwood Health Trust

Asheville, North Carolina and surrounding areas

Catalyst. Advocate. Convener. These are some of the words to describe Dogwood Health Trust's role in Western North Carolina (WNC), both today and in the long term. Dogwood is actively working to bring together community leaders to solve the big, deeply rooted issues facing the 1 million residents of the 18 counties and the Qualla Boundary that Dogwood serves. Dogwood's leadership has defined its purpose as *"dramatically improv[ing] the health and wellbeing of all people and communities of Western North Carolina."* Achieving that goal requires bringing impact leaders onto the team who will coalesce both internal and external partners in one of Dogwood's four strategic priorities: Housing, Education, Economic Opportunity and Health & Wellness. Reporting to the Senior Vice President of Impact, the **Vice President of Impact - Economic Opportunity** is responsible for the visioning, development, and implementation of ambitious economic impact strategies that will increase pathways to high-quality and more equitable employment opportunities for Western North Carolinians. The VP will also lead efforts to increase support for micro and small business opportunities for marginalized communities. The next Vice President will have an eye for immediate wins while also shaping a vision for what life in WNC could look like in 10 years.



HISTORY

Dogwood Health Trust is a \$1.8 billion private health conversion foundation based in Asheville, North Carolina. Dogwood became operational in 2019 upon the sale of the assets of Mission Health System to HCA Healthcare. Dogwood focuses on achieving radical and equitable impact by engaging the public, private, and nonprofit sectors together on four initiatives: Housing, Education, Economic Opportunity and Health & Wellness. These four areas are not independent issues. Dogwood is committed to strategies that, while emphasizing one of the four streams of impact, positively affect the other three. The next VP of Impact - Economic Opportunity will be skilled at



Dogwood serves approximately 1 million people in 18 counties and the Qualla Boundary in Western North Carolina

looking at economic growth in WNC through a number of different lenses and will engage the right partners to implement initiatives.

Dogwood's corpus gives the team space to think big and to make long term investments. There is also a great obligation to the people of WNC to be a responsible steward of those funds. The conversion has opened the door to unforeseen opportunities in the region, and Dogwood's role is to catalyze leaders and problem solvers, from both WNC and outside our region, to improve the lives of

those living in the region. Dogwood is working with local leaders and community residents themselves to solve the *causes* of regional problems, not just the symptoms. The VP of Impact - Economic Opportunity will play an important role in setting long range initiatives for Dogwood's work in WNC.

THE MANDATE

The next VP will be a listener, a visionary, a convener, and an excellent communicator. The VP will understand how workforce, generational wealth and access to funding intersect and can both conceptualize and realize initiatives to bring about economic opportunity for the residents of WNC.

Vision & Impact

- Collaborate with the Chief Executive Officer (CEO), senior leadership team, and other team members on the development and execution of strategies that advance Dogwood's initiatives alongside communities and leaders in WNC.
- Build consensus and coalitions across state and local governments, colleges and universities, nonprofits, developers, faith leaders, lenders, community members and investors.
- Increase the capacity of Dogwood's nonprofit partners through funding or other support to achieve bold, transformational impact.
- Build innovative solutions across all 18 counties and the Qualla Boundary that meet the needs of the residents as determined by them.
- Create an environment of transparency, collaboration, and cultural integration across all initiatives that foster integration of efforts with our partners.
- Incorporate a focus on equity in all aspects of the role.

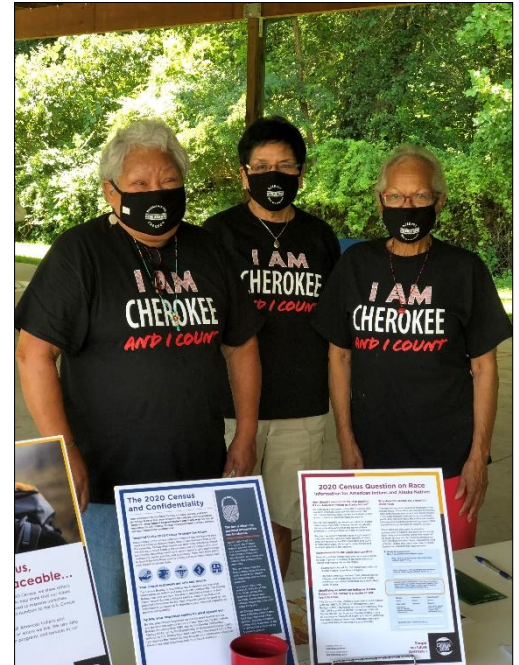
Team Building & Management

- In partnership with the Senior VP and alongside the other Impact VPs, build and manage a diverse, collaborative and high-performing Impact Team.

- Hire, train, and retain staff, providing opportunities for professional growth.
- Be comfortable in a highly entrepreneurial role and lead the Economic Opportunity team to match the pace.

THE INDIVIDUAL

A natural bridge builder, the VP will operate with a high level of emotional intelligence to navigate relationships and dynamics. The ideal candidate will have a minimum of seven years of experience in economic opportunity efforts on behalf of marginalized communities in progressively more responsible leadership roles. The VP will demonstrate success building and executing strategic plans, including creating the organizational structure, budget, and funding to provide sustainability. This person will bring authentic experience working with ethnically and economically diverse communities, populations, and staff.



Leadership Competencies and Behaviors

Leader and thought partner. Ability to move an initiative from vision to implementation while engaging stakeholders, internal teams and external partners.

Curious. Passionately interested in regional partners and the people of WNC. Asks provocative questions of the community and philanthropic leaders around the country. Values the work of the other members of the Impact Team and finds intersections in initiatives.

Culture strengthener. Cultivate an environment that values a variety of lived experiences, nurtures unique and creative perspectives, and encourages diverse thinking, new ideas, and creative problem-solving.

Convener and listener. Effectively build and nurture working relationships, partnerships, coalitions, and inter-functional teams within the organization and community. Treat all with dignity and respect.

Purposeful leader. Value and encourage continuing growth for individuals and align development for self and team with organizational needs and objectives.

Excellent communicator. Communicate effectively, whether coaching employees, leading internal or external listening sessions, or conveying complex information to executive leadership and other audiences. Excellent speaking and writing skills.

Data-driven decision maker. Prepare and analyze data (financial, performance metrics, etc). Use critical thinking to develop and evaluate options that prove effective over time. Develop budgets; manage and provide financial oversight.

Energetic. Thrive on the energy of an entrepreneurial, start-up environment. Effectively navigate the fluidity of a start-up environment while simultaneously developing structure that best fits the organization. Find balance in a demanding workload.

Must be able to lead with grace, humor, and humility.

ORGANIZATIONAL STRUCTURE

The VP of Impact - Economic Opportunity reports directly to the SVP of Impact. The VP will build and lead a team of Impact Officers, Impact Associates and consultants. Relationships are key to this role and the VP will engage other Impact VPs as well as external partners. The anticipated start date is in September, 2021.

Because of the place-based work of Dogwood, the successful candidate will have a connection to Western North Carolina and should have pre-existing partnerships within the region Dogwood serves. The VP will also have relationships around the country and will draw on outside success and expertise to benefit WNC communities.

DOGWOOD'S COMMITMENT TO EQUITY AND INCLUSION

Dogwood Health Trust is committed to diversity, equity, and inclusion in our work and on our teams. We know that the rich diversity of perspectives and wisdom that is imperative to our purpose can only come from a wide variety of origins and life experiences. We strongly believe that creating a workplace where all team members thrive is critical to fulfilling our purpose in the communities we serve and we intentionally recruit, develop, and retain the most talented people from a diverse candidate pool.



**For more information or to suggest a prospect,
please email DHTecon_opp@intentionalworks.com or
contact Laura Lovelace at 404-423-0866**