



kesem®

Confidential Position Specification

Kesem

Chief Executive Officer

2020



CONFIDENTIAL POSITION SPECIFICATION

| | |
|-------------------------------|--|
| Position | Chief Executive Officer |
| Organization | Kesem |
| Location | Remote |
| Reporting Relationship | Board of Directors |
| Website | www.kesem.org |

ORGANIZATIONAL OVERVIEW

Kesem is the largest national organization dedicated to children impacted by a parent's cancer. *Committed to supporting children through and beyond their parent's cancer*, Kesem serves this unique population through its flagship program -- Camp Kesem -- by providing children with a free, summertime opportunity to experience empathy, connection, and joy amidst their journey with their parent's illness.

Kesem is not just a camp, however; it's a transformative experience for play, for healing, and for growth that creates life-changing benefits to a child's mental health, coping ability, and communication skills. Beyond that, *Kesem is a community*. In addition to the top-flight talent that can be found at every level of the staff, local and national boards, and alumni base, Kesem's mission is brought to life year after year by thousands of volunteer, college student leaders who believe and execute the organization's mission (across 132 chapters in 44 states), with palpable passion, providing Kesem kids a safe and welcoming environment in which to reclaim their childhood.

This team, its world-class tools and operational systems, and these incredibly high-impact programs, have created tremendous loyalty; 99% of parents feel that Kesem provided a positive - if not "transformational" - experience for their children, and 85% of campers return each year for an experience that's often [described as magical](#).

Kesem enters its 20th year well-positioned and justifiably optimistic about its potential to have even greater impact, and the organization is more committed than ever to build on its track record of success. In 2019, Kesem served over 10,200 children (a record-high). But with over 5 million children impacted by a parent's cancer, Kesem must continue expanding to meet this need.

Due to the current COVID-19 environment, Kesem is modifying its programming and transitioning to virtual camps this summer in lieu of its normal camper programs. There is a saying "out of crises comes opportunity" and the Kesem team is energized to find creative ways to support the children during this crisis. In addition to our Kesem staff, we are tapping into the creativity and passion of 132 chapters, 6,000+ student leaders and our camper families to find ways to connect and support all children. We believe this will further accelerate our efforts to expand our support beyond those attending summer camp to reach the 5 million children effected by a parent's cancer.

In that spirit, by 2022, Kesem aims to be known as the service provider for all children impacted by a parent's cancer. Specifically, the organization will: increase its service to more than 15,000 children; expand to 145 chapters; strengthen external relationships with universities, hospitals, and cancer support organizations; expand its focus on diversity and inclusion initiatives; and provide greater year-round support to the children it serves. In parallel, Kesem will enhance its external funding support to \$17M annually (from \$13M in 2020) and increase funding relationships



with foundations and corporate sponsors. Further, Kesem will continue to prioritize investment and evolution of its leadership development programs for college students, along with deepening the organization's efforts to engage, steward and mobilize its vibrant alumni community.

THE OPPORTUNITY

The next leader of Kesem will inherit a proud, ambitious, and vibrant organization which has sustained significant growth over the last decade driven by high expectations, passion, and compassion. Led for the past eight years by a well-respected and beloved CEO, a strong and dedicated management team, and a deeply committed and cohesive Board of Directors, Kesem is primed for a new leader to capitalize on this momentum and lead and shape the organization through its next era. The next CEO will guide not only the growth of Kesem's flagship program, but also the development of new initiatives that extend beyond summer camp. S/he will be able to build upon a rock-solid foundation that is infused with the magic intangibles of Kesem including a scalable and unique financial model, the highest (4-star) rating from Charity Navigator, and a track record of delivering consistent quality through a network of extraordinary college student leaders. Ultimately, Kesem has the potential to be known not only as exceptional by the thousands of student leaders, families, and donors already directly touched by the organization, but also to become the principal destination for families impacted by a parent's cancer.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES

In service of these goals, the CEO will assume ultimate responsibility for the leadership, vision, strategy execution, and overall management of Kesem, as well as its operating budget of \$14M and its staff of over 40 FTEs. More specific responsibilities include (but may not be limited to):

Leadership & Organizational Development

- Inspiring, leading, engaging and stewarding a wide network of volunteers and staff as both a partner and a champion;
- Developing a deep understanding and articulation of Kesem, its mission and policies, culture, values, history, key stakeholders, programs, finances and fundraising efforts;
- Employing a strategic planning approach that balances continued growth and long-term sustainability, and anticipating, identifying, and addressing strategic challenges Kesem may face as it transitions into the next phase of its growth;
- Partnering with the Board and staff to prepare and implement multi-year programmatic, strategic, and financial plans;
- Overseeing the planning and budgeting process to maintain a sound financial basis, supporting both short-term and long-term needs and the objectives.
- Recruiting, managing and motivating a team of leaders and staff to provide world-class programming, operational support, and promoting a culture of high-performance and continuous improvement in a remote working environment;
- Establishing and monitoring staff performance and development goals by assigning accountabilities, setting objectives, establishing priorities, providing immediate and regular feedback and coaching, and committing to a robust performance appraisal process.

Fundraising and External Affairs

- Serving as the chief spokesperson and chief fundraiser and inspiring others to join as supporters to advance Kesem's mission;
- Developing a sound strategy for expanding the organization's funding base (to \$20 million



annually) and setting aggressive development goals to increase funding partners to include individuals, foundations, and corporate partners;

- Seeking opportunities to enhance programs and increase capacity by maintaining and leveraging existing relationships with funders and partners and by creating new strategic relationships; and Stewarding donors, Board members, partners, and supporters by actively listening, articulating the need, and demonstrating the tremendous impact of their support.

Board Development and Governance

- Establishing strong, collaborative and effective relationships with the Board of Directors, leveraging their skills, efforts, and talents to have maximum impact on Kesem; and
- Ensuring that the Board receives timely and useful reports and information and access to staff, donors, clients, and others to enable them to have appropriate visibility on organization, and to form appropriate judgments.

QUALIFICATIONS

Above all, the successful candidate will bring to the role passion and a firm belief in the transformative impact of supporting children through and beyond their parent's cancer with innovative, fun-filled programs that foster a lasting community. Additionally, the CEO must uphold and build a culture that continues to support and strengthen ***Kesem's values***:

- We are optimistic.
- We leave a lasting and positive impact.
- We empower others.
- We care deeply about the work we do.
- We are grateful.
- We are committed to improved diversity, equity and inclusion.
- We aspire to be open and direct.
- We demonstrate and inspire trust.
- We believe there is value in listening and considering the viewpoints of others.
- We are honest and have integrity.
- We are professional.
- We have respect for others.
- We embrace change and support the growth of the organization.

Further, s/he will possess the following ***professional skills, experience and personal characteristics*** that validate his/her stated readiness to embody the determination, experience, and inspirational fortitude to realize and exceed Kesem's goals.

Experience

- Demonstrated leadership experience with an entrepreneurial orientation.
- Experience working successfully in a rapidly growing organization, preferably with a network or affiliate model.
- Proven success at identifying new sources of funding from foundations, corporations,



investors, and/or individual donors, and a successful track record of securing those resources through relationship-building and stewarding.

- Demonstrated commitment to building a diverse and inclusive environment and recruiting and retaining a community to reflect those values.
- Experience with an organization comprised of a strong constituent and stakeholder focus that is broad-ranging (e.g., Board members, donors, corporate and university partners, college student leaders, alumni, children, parents).
- Experience working successfully and collaboratively with a Board of Directors.

Skills

- Aptitude to manage and execute with operational excellence and a results-oriented mindset.
- The gravitas, credibility, and sophistication required to be the public face of Kesem, and the eloquence and persuasiveness required to serve as a spokesperson to a wide variety of audiences, big and small.
- Strategic agility and an ability to assess risk.
- The managerial and financial acumen required to leverage resources, seize opportunities, and maximize impact.
- The resourcefulness and persistence required to identify and secure sufficient funding from foundations, corporations, and/or individual donors through relationship-building and storytelling.
- Ability to maintain current partnerships and forge new relationships and opportunities to advance Kesem's mission.
- Ability to both see and convey "Kesem's magic."
- Ability to develop others to realize their highest potential.

Characteristics

- Entrepreneurial, innovative, and bold leadership style and the persistence, zeal, and spirit to lead a mission-driven organization toward ambitious goals.
- The executive presence and integrity to inspire confidence and passion, especially in student leaders and early career professionals.
- A collegial style that reflects mutual respect, engenders trust, and motivates people to work in highly effective teams.
- Enthusiasm and a sense of humor.
- A high degree of self-awareness, emotional intelligence, warmth, approachability, and humility.
- Comfortable working in a dynamic, complex, and remote environment.
- Commitment to continuous self and organizational improvement.

Finally, in the past several years, Kesem has made significant investments to advance diversity, equity, and inclusion in every aspect of its work. Kesem's mission of supporting children through and beyond a parent's cancer, and its vision of ensuring that every child impacted by a parent's cancer is never alone, can only be realized through an ongoing, steadfast **commitment to diversity, equity, and inclusion** in every part of its organization. To that end, Kesem makes the following commitments:



- To continually expand the communities Kesem supports and works with - camper families, volunteers, staff, alumni, and supporters - with attention to engaging underrepresented communities;
- To strive for equity in delivering a transformative, healing, and empowering experience to those communities that recognizes and embraces our differences in race, religion, ability, nationality, sexual orientation, gender expression and identity, family structure, cancer stage or type, or socioeconomic status; and
- To work to ensure that every member of the Kesem community feels safe, loved, and respected.

Kesem fulfills its commitment to diversity, equity and inclusion through daily efforts in the following areas:

- Hiring and professional development
- Camp and year-round programming
- New program development
- Program evaluation
- Chapter expansion
- Recruitment of camper families, volunteers, board members and supporters

These efforts are vital to Kesem’s continued success and will be pursued with passion and a lasting pledge to continually improve. Therefore, the next leader of Kesem should bring a personal passion and a demonstrated track record of commitment and success to this aspect of our work.

ADDITIONAL INFORMATION

The CEO will work remotely from their home office in the United States. However, the position will require moderate to significant travel as needed.

Salary for this position is competitive and commensurate with experience. In addition, Kesem offers a competitive benefits package for full-time employees including partially subsidized health insurance, dental and vision plan options, opportunity to enroll in an employee-funded 403(b) retirement fund, HSA, FSA, FSA Dependent Care, Employee Assistance Program (EAP), healthcare concierge service, paid vacation, sick days, and parental leave offerings.

CONTACT INFORMATION

Rosa-Lyn Morris

Principal

Global Education and Nonprofit Practice

O: 202-955-0952

M: 202-577-7926

Rosa.Morris@kornferry.com

Victoria Antolini

Senior Associate

Global Education and Nonprofit Practice

O: 215-656-5313

Vickie.Antolini@kornferry.com