Children’s Cancer Association
Position & Candidate Specification
Director of Programs, South

February 2020

Austin, TX
JoyRx.org / MyMusicRx.org
Company Profile

Children’s Cancer Association (CCA) is leading a Joy revolution. Since 1995, CCA has been transforming the pediatric healthcare experience through innovative, Joy-based programs, enhancing the mental and emotional well-being of pediatric patients with the healing power of music, friendship, and nature. JoyRx® programs are free-of-charge and kid-prescribed, empowering children and teens to positively shift their emotional states during the stressful and painful experiences related to fighting life-threatening illnesses and extended hospitalizations. To date, CCA has provided JoyRx to more than one million seriously ill kids, teens, and their family members and has a goal to clinically position and deliver JoyRx as best practice in children’s hospitals across the country.

CCA didn’t start as a chapter of a national foundation; we started with a family who faced their own battle with serious pediatric illness more than two decades ago. From that experience came a passionate commitment and focus to deliver immediate help to kids when their need is the greatest. Over the last 24 years, CCA has grown to be one of the largest children’s health organizations in the Pacific Northwest. CCA is now embarking on a national growth strategy to expand our existing in-hospital programming in children’s hospitals and medical facilities in Oregon, Texas and New England. CCA’s digital program, MyMusicRx.org, delivers on-demand music medicine to kids and teens in 35 children’s hospitals across the country.

CCA is an entrepreneurial growth non-profit with a commitment to innovate, strengthen capabilities, deepen service impact, leverage partnerships and develop social enterprise opportunities, seeding our programs in communities across the nation. Since 1995, we’ve raised over $50 million and invested in measurable results, increasing the quality of life for seriously ill children. Our programs and services are made possible only by individual, corporate, and foundation support; we receive no state or federal funding.

Today, CCA attracts powerful strategic partners such as Gibson Brands, NFP, SXSW, Austin City Limits, Tito’s Vodka, Keller Williams, Converse, Nike, Fader/cornerstone, Anomaly and Atlantic Records and others who support CCA’s initiatives delivering the healing power of JoyRx.

We are proud to be recognized for best practice in financial transparency and mission delivery as a Charity Navigator’s Three Star Charity, Better Business Bureau Accredited Charity & 2019 Torch Award recipient, Great Non-Profits Top-Rated Charity, with GuideStar’s Platinum Seal and Portland Business Journal’s Oregon’s Most Admired Companies 2019.

CCA has nearly 50 employees and 110 leaders, champions and ambassadors who serve in a board/advisory capacity across the nation. We train and support a 1,900 member-strong volunteer corps. CCA recruits talented, creative people from diverse backgrounds with a business mindset and heart for culture and mission impact.
Position Profile

The Children’s Cancer Association is seeking a seasoned Program Director to launch CCA’s first staffed positions in our emerging Southern market. This position will deepen and expand CCA’s innovative MyMusicRx program to support CCA’s mission to position JOY as best practice at 250 children’s hospitals nationwide.

The Program Director, South will be responsible for ensuring best in class CCA programs, leading the growth of MyMusicRx bedside programs in the Southern Marketing including Austin and Houston, and engaging key hospital and community leaders to the benefit of creating positive partnerships, brand integrity, and mutual benefit for CCA and the community.

This key program leader will report to and work closely with our Vice President of Programs, located at CCA Headquarters in Portland, OR.

Core Accountabilities

- Leads Southern Market Programs, building on best practices and innovative services to deliver high quality outcomes and impact for children/teens and their families.
- Supervise and coach a team of MyMusicRx Specialists and volunteers.
- Execute volunteer recruitment, training, engagement, retention, and tracking of volunteer metrics.
- Collaborate with Vice President of Programs to define and achieve best in class, gold standard measurement criteria and practices for programming in a hospital environment.
- Collaborate with Vice President of Programs and Program Center of Excellence to inform overall Program Strategy based on data and experience in South Market
- Develop and proactively manage the South Market Program budgets, systems, and procedures to ensure the safety of children, volunteers, and staff while meeting compliance requirements.
- Assess established programs to enhance relevant innovations while ensuring successful growth in planned priority areas are met.
- Proactively engage key hospital and community leaders to the benefit of creating positive partnerships, brand integrity, and mutual benefit for CCA and the community.
- Partner with Vice President of Development, Regional Markets to represent CCA programs in community and fundraising events and meetings.
- Collaborate with other internal leaders to meet or exceed CCA’s strategic priorities and annual goals.
Core Competencies

*Communication:* Effective performers create an open and accessible environment that encourages flow of information and values continuous information exchange. They compose informative and convincing written communication, conveying substance and intent with accuracy.

*Strategic Thinking* – Effective performance develop and maintain long-term plans and constantly measure progress against them.

*High Standards* – Effective performers expect and deliver the highest quality work with attention to detail and ongoing commitment to excellence. They are constantly streamlining processes with determination and resilience.

*Business Acumen:* Effective performers understand and navigate different business situations using financial awareness, leadership skills, marketing insights and analytics to guide decisions.

*Relationship Building:* Effective performers identify, establish, and maintain productive relationships, both internally and externally. They leverage relationships to achieve strategic goals and further CCA’s mission.

*Growth Orientation:* Effective performers continually look for program growth opportunities. They take action to improve things, always striving for bigger and better. They constantly think in terms of expanding program impact, always looking for new ways and places to deliver Joy-based programs.

*Planning and Organizing* – Effective performance prioritize multiple tasks and maximize use of available time to ensure work is accomplished efficiently and accurately.

*Coaching and Counseling:* Effective performers see themselves as coaches and mentors and actively develop their team. They effectively instruct employees at all performance levels and enjoy helping team members grow. They set goals for their people, communicate them clearly and specifically, and use objective means to monitor progress toward those goals. They offer clear, direct, and timely feedback, and provide training, direction and support as needed. They are able to successfully redirect performance that falls short of expectations.

Ideal Candidate Qualifications:

- Bachelor’s degree and direct service delivery experience in a field related to CCA programs required. Related training or advanced degree preferred.
- 7-10 years proven leadership experience in mid to large size nonprofit organizations.
- Non-profit leadership experience, including strategic planning, managing budgets, developing policies and procedures, and overseeing professionals working in the field.
- Able to gather and leverage relevant data to drive innovation, best practices, goal achievements, and reporting results.
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- Excellent time management and organizational skills.
- Excellent written and verbal interpersonal communication skills.
- Strong presentation skills.
- Proactive coaching and employee development.
- Able to balance competing priorities, complex situations, and tight deadlines.
- Able to work with a high level of independence.
- Spanish speaking a plus.

Travel:

The Program Director, South will be responsible for managing current programs and launching programs in new hospitals in the Southern market. Frequent local travel is required, most often in Austin and Houston areas with occasional travel to CCA Headquarters in Portland, Oregon.

Compensation:

CCA is a growth organization that looks for team members to grow with it. CCA offers a generous total rewards package, casual work environment and an inclusive culture. No matter the role, every CCA team member shares one galvanizing message, to bring Joy, comfort and inspiration to every child or teen in their moment of need.

Competitive benefit package and salary commensurate with experience. This is a full-time exempt position, that provides generous benefits, including medical, vision, dental and alternative care benefits; PTO; ten paid holidays; group life, short- and long-term disability; flexible spending plan; cell phone reimbursement; retirement plan with CCA match; paid four-week sabbatical after eight years of service

To Apply

Complete the application through our application portal and provide a cover letter responding to the following questions:

1. Tell us how your experience qualifies you for this role
2. Provide salary expectations

All inquiries will be handled confidentially. Recruiters should not contact CCA regarding this posting.

The position is based in Austin, TX and will be provided a shared co-working space. The position will be open until filled. CCA is an Equal Opportunity Employer committed to maintaining a non-discriminatory and dynamic work environment that values diversity and inclusion, respect and integrity, stakeholder focus, and innovation. AA/EOE/VETS/Disabled.
To learn more about the Children’s Cancer Association: joyrx.org

Watch CCA’s Founder and Chief Joy Officer, Regina Ellis’ TEDx Talk on the Joy Effect

CCA’s Maxims:

Children’s Cancer Association believes:

We believe kids deserve long, wonderful lives. Or, at the very least, short, wonderful lives. We believe cancer sucks. We’ve had it, or loved someone who did.

We prescribe moments of joy for kids who are in the fight against all serious illness. We create lasting memories for the loved ones who stand beside them. We believe joy grows exponentially when it’s used collectively.

We are surrounded by a league of extraordinary heroes who perform amazing feats of compassion, generosity, and love every day. We believe in the healing power of music. We are music-as-medicine pioneers and champions.

We believe in purple. We know joy comes in all colors, shapes, and sizes – just like the kids who need our help. We love to laugh. We are not afraid to cry. We spend every dollar wisely. We give hugs freely.

We believe in today. We respect our history as a grassroots organization. We embrace our destiny as a global source of JoyRx. We believe these things matter.