

Opportunity Statement

Executive Director



Title: Executive Director

Reports to: Jake Williams, CEO of new multi-state organization

Status: Full time, exempt. Must be able to work occasional nights and weekends and travel up to 5% statewide.

Healthier Colorado seeks a dynamic and experienced Executive Director to lead our organization's continued impact in Colorado as we expand into a multi-state public health advocacy network. This key leadership position will oversee all Colorado operations, including policy research and analysis, coalition building, legislative advocacy, engagement in political candidate races, and community engagement initiatives focused on advancing evidence-based public health policies at the state and local levels. The ideal candidate will bring at least 10 years of progressing leadership experience in public health policy, nonprofit management, political campaigns, or government relations, with demonstrated success in building stakeholder relationships, managing advocacy campaigns, and translating complex health data into compelling policy recommendations. As our founding leader transitions to guide our multi-state expansion, the Executive Director will have the opportunity to shape the strategic direction of our work in Colorado while collaborating closely with our national team to leverage best practices and coordinate multi-state initiatives. This role requires exceptional communication skills, political acumen, fundraising prowess, and a deep commitment to improving health outcomes through systemic policy change, offering the chance to make a significant impact on Colorado's public health landscape while contributing to a growing national movement. The successful candidate will be a strong team builder and mentor who values staff development, fosters a collaborative and inclusive work culture, and leads with optimism, humor, and a "sunshine warrior" approach—tackling serious challenges with approachability and levity.

About Healthier Colorado

Healthier Colorado is a nonpartisan, nonprofit organization dedicated to raising the voices of Coloradans in the public policy process to improve the health of our state's residents. Healthier Colorado believes every Coloradan should have an equal opportunity to live a healthy life. Healthier Colorado aims to make meaningful changes to improve people's health throughout our state's diverse communities. Our brand is fun, engaging, and approachable—we tackle serious health issues with charm, humor, and a willingness to think creatively and "around corners."

Healthier Colorado is the flagship, 501(c)(4) nonprofit entity in a family of separately branded organizations. The family includes The Fund for a Healthier Colorado, our

501(c)(3) sister organization (the Executive Director will also lead this subsidiary organization); Healthy Air and Water Colorado, dedicated to addressing climate change for the sake of public health; Colorado's Health Capitol, a collaborative workspace that is home to dozens of mission-aligned organizations that also falls under the charge of the Executive Director; and Open Answer, a non-profit providing direct outreach and field strategy for mission-driven efforts in communities across Colorado and North Carolina.

Healthier Colorado runs both legislative and regulatory campaigns at the local, state, and federal levels of government, and engages in political candidate races at the local and state levels. We are the only health advocacy organization in the country that deploys the full range of political activity-from political giving and lobbying to grassroots organizing and running an in-house canvass to further our mission. Healthier Colorado believes informed voters are powerful participants in our democracy and that public policy is crucial to changing the lives of all Coloradans. We operate with the principle of "no permanent friends, no permanent enemies, only permanent interests," maintaining our nonpartisan, pragmatic approach while being comfortable working across the aisle.

Healthier Colorado benefits from significant financial stability, including an endowment and an multiple revenue streams from a family of organizations that enables us to be nimble, innovative, and focused on long-term impact.

For more information, visit healthiercolorado.org.

Position Description

This key leadership position will oversee all Colorado operations, including policy research and analysis, coalition building, legislative advocacy, and community engagement initiatives focused on advancing evidence-based public health policies at the state and local levels. Duties include, but are not limited to:

Strategic Leadership & Organizational Management

- Develop and implement comprehensive strategic plans for Colorado operations across both 501(c)(3) and 501(c)(4) entities.
- Oversee annual budgets, financial planning, and resource allocation for Colorado programs.
- Manage staff hiring, performance evaluation, and professional development for Colorado team members.
- Foster an inclusive, supportive work environment where staff feel valued, heard, and empowered to grow professionally.
- Navigate and address interpersonal dynamics and conflicts constructively, ensuring all team members can thrive.

- Coordinate with national leadership team to align Colorado priorities with multi-state strategic objectives.
- Report regularly to executive leadership on Colorado operations, outcomes, and strategic opportunities.
- Collaborate with a newly installed Advisory Board that informs the programmatic activity of Healthier Colorado. The Executive Director will play a primary role in recruiting this new board.

Policy Research, Analysis & Development

- Stay current on Colorado public health policy landscape and emerging issues.
- Analyze state and local legislation, regulations, and policy proposals for health impact.
- Develop evidence-based policy recommendations and position papers in alignment with the national policy framework.
- Monitor federal policy changes and assess implications for Colorado implementation.
- Collaborate with academic institutions, research organizations, and health experts to strengthen policy analysis.

Legislative Affairs & Government Relations

- Oversee lobbying efforts at the Colorado State Legislature and with local government entities.
- Build and maintain relationships with elected officials, legislative staff, and government agency personnel.
- Serve as organizational spokesperson at critical legislative moments, including testifying on high-priority bills and speaking at rallies, while also elevating other team members as spokespeople.
- Ensure compliance with all lobbying registration and reporting requirements.

Campaign Management & Electoral Activities

- Plan and execute ballot initiative campaigns when strategically appropriate.
- Manage political candidate election engagement, including our program of direct contributions and independent expenditures to influence candidate elections.
- Coordinate grassroots and grasstops advocacy campaigns.
- Oversee digital advocacy efforts, including social media, email campaigns, and online mobilization.

Coalition Building & Stakeholder Engagement

- Build and maintain strategic partnerships with health organizations, advocacy groups, and community coalitions.
- Represent the organization at conferences, forums, and public events.

- Coordinate collaborative advocacy efforts with aligned organizations.
- Develop relationships with diverse stakeholders including healthcare providers, community leaders, and business representatives.
- Facilitate coalitions and working groups on priority issues.

Fundraising & Development Support

- Identify and cultivate relationships with Colorado-based donors, foundations, and corporate partners.
- Support grant writing efforts for Colorado-specific programming.
- Collaborate with national development team on major gift solicitation and stewardship.
- Represent organization at donor events and fundraising activities.
- Develop compelling case statements for Colorado programmatic work.

Colorado's Health Capitol Operations & Tenant Relations

- In supervising the Community Director, oversee the operations of Colorado's Health Capitol.
- Facilitate programming for the Health Capitol that serves our mission goals in the course of creating a vibrant, welcoming and productive environment.
- Ensure that revenue generation and fiscal management are putting the Health Capitol in positive financial territory that supports our strategic objectives.

Communications & Public Affairs

- Serve as primary spokesperson for Colorado operations with media and stakeholders.
- Oversee all strategic communications including production of reports, fact sheets, newsletters, and digital content.
- Be the public face of the organization, while also elevating other staff members to represent Healthier Colorado.
- Manage crisis communications and rapid response to emerging policy issues.

Compliance & Legal Oversight

- Ensure strict compliance with 501(c)(3) and 501(c)(4) operational requirements.
- Coordinate with legal counsel on regulatory matters and organizational structure.
- Maintain appropriate separation between charitable and political activities.
- Oversee required filings, registrations, and reporting obligations.
- Implement internal controls and policies to ensure regulatory compliance.

Data Management & Evaluation

- Develop metrics and evaluation frameworks to assess program effectiveness.
- Oversee data collection, analysis, and reporting on advocacy outcomes.
- Produce regular reports on organizational impact and strategic progress.

- Utilize data to inform strategic decision-making and resource allocation.

Qualifications

Required Qualifications

- Bachelor's degree required; Master's degree in Public Health, Public Policy, Political Science, or related field is a plus.
- Minimum 10 years of progressive leadership experience in nonprofit management, public health advocacy, political campaigns or government relations.
- At least 5 years of direct experience working within Colorado's political and policy landscape, including deep knowledge of the Colorado General Assembly, local government structures, political dynamics, and key stakeholders. Proven track record in legislative advocacy, campaign management, or electoral politics in Colorado specifically. Demonstrated experience managing both 501(c)(3) and 501(c)(4) activities or deep understanding of nonprofit compliance requirements.
- Experience managing cross-functional teams of 5+ staff members.
- Proven ability to manage budgets exceeding \$1M and oversee multiple funding streams.
- Demonstrated success building diverse coalitions and maintaining long-term strategic partnerships.
- Strong communication skills including media relations, public speaking, on-camera presence, and ability to articulate complex issues in accessible ways.
- Demonstrated fundraising experience, including donor cultivation, stewardship, and the ability to passionately communicate the organization's impact.

Preferred Qualifications

- Background in public health policy, healthcare advocacy, or health systems reform is a plus, but not required; political and campaign experience is more critical.
- Experience with ballot initiative campaigns or direct democracy processes.
- Previous work with multi-state organizations or national advocacy networks.
- Experience in candidate recruitment, endorsements, or electoral campaigns.

Personal Attributes and Cultural Fit

- Embodies a "sunshine warrior" approach tackles serious challenges with optimism, humor, approachability, and collaborative spirit.
- Accessible and hands-on leader who sees no task as beneath them and is willing to roll up sleeves alongside the team.
- Strong mentor who invests in staff development, listens to feedback, and helps team members grow professionally

- Able to navigate interpersonal dynamics and address conflicts directly and constructively, rather than avoiding difficult conversations.
- Ability to navigate rapidly changing political environments and pivot strategies when needed.
- Unwavering commitment to ethical practices and transparency in all advocacy activities.
- Skilled at building consensus, managing competing priorities, and facilitating difficult conversations.
- Demonstrated ability to work effectively across diverse communities and constituencies.

Physical Requirements & Working Conditions

- Ability to work flexible hours including evenings and weekends during legislative sessions and campaign periods.
- Willingness to travel throughout Colorado for meetings, events, and advocacy activities.
- Comfort with high-pressure, deadline-driven work environment.
- Ability to manage multiple competing priorities simultaneously.

Compensation and Benefits

Compensation

Salary is commensurate with qualifications and experience. The salary range is \$160-\$190k annually. Only exceptionally qualified candidates will meet the criteria for the higher end of the compensation range.

Benefits

Healthier Colorado offers a very generous benefits package. We value the opportunity for our employees to support their physical, mental, and social health as well as practice a work and life balance. Our benefits package includes:

- Health, vision, and dental insurance;
- Retirement plan (no match requirement);
- 20 days of PTO to start;
- Eight paid holidays;
- Summer Fridays;
- Professional development stipends;
- Wellness, parking and cell phone benefit reimbursed monthly; and
- Paid sabbatical after five years of employment.

Healthier Colorado Non-Discrimination Policy

Healthier Colorado is dedicated to the principles of equal employment opportunity in any term, condition or privilege of employment. Healthier Colorado does not discriminate in employment or advancement opportunities on the basis of race, sex, color, creed, national origin, ancestry, age, sexual orientation (including gender identity and gender expression), disability or any other characteristic protected by federal, state or local law.

We believe that traditional hiring practices have historically and systemically marginalized entire groups of people — including people of color, people from different socio-economic backgrounds, women, and people in the LGBTQIA+ community, to name a few. We believe that we are better as an organization when we work to deconstruct barriers and build a team that has authentic representation from diverse communities, backgrounds and beliefs. Hence, we strongly encourage qualified candidates from those mentioned, as well as other marginalized communities, to apply for roles within our team.

To Apply

Interested applicants should apply here:

<https://j.brt.mv/jb.do?reqGK=27764412&portalGK=39322&refresh=true>