

A COMPREHENSIVE CASE STUDY

An Inaugural Health Equity Leader

Client Demographics

Nonprofit HR Practice Area: Search

Location: Washington, D.C.

Sector: Nonprofit

Mission Type: Health education/advocacy

Staff Size: 26–75 full-time employees

Annual Budget: \$5.1–\$10 million

Type of Engagement: Professional Search

Engagement Scenario

The client organization engaged Impact Search Advisors in a Professional Search for their Senior Director of Health Equity. This was a new role created by the organization. They tried to fill this role on their own and were not able to find the right candidate.

Search Duration: Three months

Engagement Details

The Senior Director of Health Equity drives strategic leadership and direction for the organization in the development and execution of the organization's core health equity work. They sought a candidate with experience in leading, fostering and advocating for improved outcomes related to health care, minority health, health disparities and most importantly, health equity. This person needed to have experience in program/project management, advocacy, policy and public relations. It was also important for the candidate to have subject matter expertise and boots-on-the-ground experience.



Considerations

- 1 This was not a remote role. The client was seeking someone in the D.C. metro area. However, the organization was able to offer a relocation package available to someone outside the area. This opened up options and access to more talent.
- 2 Since the term "health equity" is rather new, it was difficult to identify candidates that had this specific quality. Also, this was a new role. It presented a challenge to source candidates for a new position without knowing what the term really meant in that role.

Solutions

The ISA team members conducting this search returned to the client with a total of 141 diverse applicants. Nine were shortlisted to progress in the interview process. The final candidate selected was a public health leader, who identified as a Black female with 17 years of experience in advancing health equity and racial justice at the local, state and national levels. The placement was passionate about shattering systemic barriers to health through equity-centered strategy, program, policy and partnership development in the organization.

What the Client Had to Say

"Nonprofit HR is a leader in this space of supporting nonprofits like us to find great candidates for hard-to-fill positions. We reached out to Nonprofit HR and from the beginning, we had a wonderful experience. We were paired with a Search consultant who showed a deep understanding of our work and the type of candidate that we were looking for, exhibited such professionalism and made this a smooth and enjoyable process—with a goal of helping us find the right candidate. We are so pleased with the results and know that we made the right choice in choosing Nonprofit HR."

– Senior Director of Talent & Happiness