

EXECUTIVE DIRECTOR SOUGHT: ENLACE DE FAMILIAS

Enlace de Familias has been a cornerstone of the Holyoke, MA area in serving and empowering residents and families for 27 years. Located in South Holyoke as a family center, Enlace provides family support and advocacy, community mobilization, and training to empower families. The long-term executive director is retiring in June; thus, the board seeks a collaborative executive director with compassion and deep respect for the Holyoke community and its residents.

About Enlace

Enlace has a reputation as the organization with a big heart; it is known for its friendly, welcoming, and non-judgmental environment for participants, staff, and volunteers.

Enlace was created in 1994 as a coalition of families, service providers, and other stakeholders focused on building a healthy and safe community for children. The coalition's initial aim was to address the high number of child abuse and neglect cases in Holyoke. As the coalition continued its work, the need for other resources and services became evident and the coalition expanded its vision and programs accordingly.

Today, through Enlace's Family Resource Center, services have grown to include information and referrals, one on one parent support, workshops and trainings, basic needs support (food referrals, clothing, furniture), parent and child activities, space for community meetings, supervised visits, the Nurturing Fathers Program, MA & PA (co-parenting) training, weekly Early Literacy training, assistance in finding housing options, and the People Empowering People (PEP) program designed to build strengths in adults and teens. Enlace is also known for its immediate response to families in need during crisis situations, such as local fires, assisting tenants in deteriorated tenements, Hurricane Maria in 2017, and now the pandemic.

Enlace operates within a larger human services network in Greater Holyoke. In 2007, Betty Medina Lichtenstein, the Executive Director of Enlace, founded Holyoke Unites/Holyoke Se Une to build a network of service providers to problem-solve the pressing needs in the Holyoke community. MA DCF Community Connections funding supports the work of this network of providers and families to keep children safe and well.

While Enlace's mission does not specifically target a certain demographic, it generally works with residents from the downtown neighborhoods in Holyoke. These neighborhoods are made up of predominately Latina/o and low-income families, 99% of whom receive public assistance, Mass Health, food stamps, and/or fuel assistance.

Enlace is a can-do organization with an approximate annual operating budget of \$700,000. Two state funding sources comprise its revenue, primarily. Enlace employs eight staff and is governed by an 11-member board.

New Opportunities

The needs of Enlace's client population and community continues to grow due to the impact of COVID19, an increase in poverty, severe affordable housing shortages in Holyoke, and a challenged

school system, to name a few. Enlace is poised for growth in service depth and expansion, and this will require building the business infrastructure of the organization, expanding its revenue sources, and deepening the collaborations with the extensive service provider network in Greater Holyoke. The board expects to work with the new executive to realign staff duties to afford the ED the ability to step away from the day-to-day organizational responsibilities to focus on implementing Enlace's strategic priorities:

- Establish Enlace as the Center for Community Organizing and Leadership, with empowerment of families and residents to enrich their lives as its core approach and role.
- Financial stability: Establish a solid financial position with a strong base of support from foundations and individual donors, an actively engaged fundraising board, and clear and efficient financial procedures.
- Become the go-to organization and expert for Holyoke area families' resources and evolving needs, influencing collaborative service providers in relevant, adequate care and support.
- Build a staffing infrastructure to utilize the full extent of their education, position, and experience, and that their time be allocated to appropriate activities.
- Actively participate in advocacy groups, service collaborations, and social service networks to address poverty, education system improvements, and housing insecurity issues.
- Support the skill-building of its leadership governance body to grow its culture of engagement and inquiry.
- Engage people and groups throughout Holyoke as volunteers, including young people, to support Enlace's community mobilization work.

Candidate Profile

The ideal candidate for this role will embrace and embody the values and mission of Enlace, with demonstrated, principled commitment to working on behalf of those who are low income. While no one candidate will possess every quality outlined for this position, a successful candidate will bring many of the following professional qualifications and personal attributes:

Experienced Builder of Community Relationships

The ideal ED will bring strong listening and collaboration skills, a warm, humble, approachable style, and an ability to engender immediate trust in their relationships. Candidates will have demonstrated experience in structuring partnerships that jointly meet the needs of clients.

Engaging and Strategic Fundraiser

The ideal candidate will have successful fundraising experience that includes activating government, individual and philanthropic funders. The next ED will continue to build Enlace's visibility as a vital resource and engaging the funding community as an outgoing spokesperson and prolific networker in the region.

An Organizational Leader with Financial and Business Acumen

The ED will have a good track record in nonprofit, public sector, academic, and/or business leadership roles, demonstrating the ability to set and implement a strategic vision and achieve goals. Candidates must be creative risk-takers, with the ability to identify opportunities to innovate and to expand an organization's impact, while also considering pragmatic realities.

Ideal candidates will demonstrate a working knowledge of nonprofit financial management and budgeting, and demonstrate sound decision-making skills, as well as creativity and resourcefulness, to drive the organization's financial growth and sustainability.

Inclusive Leadership

We seek candidates that demonstrate a deep commitment to and draw on experience serving as a facilitative and inclusive leader within multi-cultural settings. They will be guided by a deep level of respect for others in working with constituents from all walks of life.

Effective Advocate

The ED will possess an understanding of policy and advocacy efforts aligned with Enlace's mission and be able to effectively position and represent the agency at the local, regional, and state level with government officials and policy and advocacy partners.

A Hands-On, Hard Worker

The successful candidate will be flexible and focused, a good delegator and have hands-on experience in managing similar sized undertakings.

Bilingual-Bicultural

Candidates must be proficient in the languages of English and Spanish and represent and/or appreciate the multiple cultures expressed in Holyoke.

Education

Bachelor's degree preferred with at least five years of leadership experience.

This is a salaried position with a pay scale commensurate with experience.

Application Guidelines

Enlace has engaged Eos Transition Partners to help with this hire. Nancy Jackson is leading this search. To make recommendations or to express your interest in this role, please upload your resume and cover letter here: <https://eostransitions.applicantpool.com/jobs/>. All nominations, inquiries, and discussions will be considered strictly confidential. Applications will be accepted until the position is filled.

Enlace is an equal opportunity employer and strongly encourages applications from people of color, women, and LGBTQ+ applicants.

About Eos Transition Partners

Eos Transition Partners hires remarkable leaders by treating client organizations as a respected, engaged, and informed partner throughout the transition process. Eos appreciates and holds the anxiety about finding the next leader, listening carefully to the uniqueness of the client organization, culture, or field of work. Eos then does the groundwork of recruiting candidates and provides the search committee with quality information. Comprehensive search services are offered as well as an a la carte menu of engagement options, allowing organizations a choice in the degree of consulting involvement needed. Nancy Jackson and John Tarvin are the principal owners of Eos Transition Partners. For more information, visit: <https://eostransitionpartners.com>.

