



Executive Vice President

Burlington, VT

EXECUTIVE SUMMARY

Population Media Center (PMC) is seeking nominations and applications for the newly created role of Executive Vice President (EVP). PMC is an international nongovernmental organization that strives to improve the health and well-being of people and the planet through the use of entertainment-education strategies to promote positive behavior change resulting in healthy populations. Building on a history of innovative and successful programs and poised to increase its scale and impact globally, the EVP will facilitate the development of the platform for that expansion and lead its implementation in partnership with the President, Board, and senior leadership.

PMC's innovative behavior-change communications work is guided by the mission to improve the quality of life in developing countries and attain global sustainability. PMC's programs tackle diverse human-health, human-rights, economic equality, and environmental conservation issues. In this regard, PMC helps to empower and improve individual lives with programs that advance the status of women, promote gender equity, educate people about the benefits of small families, encourage the use of effective family planning methods, and help people and communities to live in harmony with their environment. In turn, the outcomes of these and similar human-rights enhancing interventions also serve a strategic purpose: positively altering local, national, and global demographic trajectories by slowing down population growth and fostering a sustainable environment. PMC educates individuals, families, and communities about their options with creative media programs while also working towards the ecological imperative of human population stabilization.

To achieve global sustainability – especially in the face of challenges such as climate change, food shortages, and pollution – what needs to be done is conceptually simple, but logistically complex: help people make informed decisions about their families and empower women to have equal rights in those decisions. With accurate information and individual empowerment, women, men, and youth are able to make healthy decisions about lifestyle, family planning, and the use of natural resources which in turn have positive impacts on the environment, the quality of children's lives, and the broader society. PMC works to promote this kind of healthy development by providing entertainment-education programming that reaches entire societies. PMC has worked in over 50 countries, mostly in Africa, Asia, and Latin America and its broadcast programs have reached approximately 500 million people over 17 years and have measurably changed attitudes and behavior on an international scale. Among known behavior change communication methodologies, PMC delivers the lowest cost per family planning adopter and has enjoyed extensive praise and numerous awards for its success.



In pursuit of PMC's vision, the new EVP will partner with President Bill Ryerson, an exceptional leadership team, and a highly talented staff to carry forward the organization's strategic planning process, set metrics and goals for program expansion, and enhance and direct home base operations in the U.S. to strategically guide and support the global operation. S/he will work collaboratively with senior leadership to ensure policies, procedures, and practices are consistent with a strong organizational culture and will facilitate program alignment, collaboration, and learning across teams with a focus on outcomes and sharing of best practices. The EVP will work in conjunction with the program team to facilitate relationship- and capacity-building of in-country teams for the purpose of creating long-term sustainable programs that allow for continued impact and improved outcomes in focus countries. S/he will serve as a compelling storyteller of PMC's work, elevating the profile of PMC domestically and in international development and funder communities.

The ideal candidate will be a seasoned manager and leader with deep experience in an international organization bringing programs to scale or marshaling significant change. S/he will have a proven ability to nurture and support a team of experts and to foster a culture of shared ownership and celebration of milestone achievements and successes while maintaining a learning posture. S/he will have a track record of outstanding partnership-building and communication skills and will have the confidence to work in a creative, highly-matrixed environment with a tolerance for ambiguity and complex challenges. The ideal candidate will have experience working in developing countries, ideally in the field of reproductive health or human rights. Above all, the ideal candidate will have an appreciation of issues negatively affecting countries because of rapid population growth and how media can be a powerful tool for social change.

HISTORY AND OVERVIEW

Founded in 1998, Population Media Center has initiated projects in over 50 countries with plans in development for an additional nine in the coming years. Striving to improve the health and well-being of people around the world through the use of entertainment-education strategies like serialized dramas on radio and television, PMC empowers people to live healthier and more prosperous lives by addressing health and human rights issues that will help stabilize global population at a level that can be supported by the world's renewable resources.

Based in large part on theories of behavior change communications and both qualitative and quantitative research, PMC dramas feature characters who role model behavior for the audience, showing the range of possible choices and the logical consequences of each one. PMC has over 15 years of field experience adapting the [Sabido methodology](#) of behavior change communications and has demonstrated significant positive impact in both developed and developing countries through extensive monitoring and evaluation of its programs. PMC focuses on outcomes such as measuring the number of individuals seeking services and information through health clinics; surveying changes in knowledge level, attitudes, and behavior related to family planning, reproductive health, gender issues, and sustainable environmental practices; and measuring costs relative to impact. PMC accomplishes its mission through three primary program areas:

PMC Serial Dramas

PMC's primary activity has been to create long-running, entertainment focused, serial dramas for radio, TV, and the web that engage audiences with authentic characters and culturally appropriate challenges and opportunities. PMC uses and adapts the Sabido methodology to create dramas to share health, human rights, environmental, and economic information with large groups of people in entertaining ways.



This methodology creates change, is cost-effective, and empowers audience members to make informed decisions. PMC hires all local writers, actors, and production staff, as well as administrative staff, to create powerful radio and TV serial dramas for behavior change. This approach is not only essential for riveting stories enmeshed in local language, traditions, and understanding, but also a key component to building capacity within the countries where PMC works to strengthen the in-country capacity and human resources for developing future behavior change communications for social change.

PMC Training & Advising

PMC also provides training and advising for other media productions and effective mass-media communications – all focused on entertainment-education that uses PMC’s methodology to create culturally-specific stories with characters that model behavior for social change.

PMC Issues Advocacy

In addition to its primary entertainment-education activities, PMC advocates on behalf of the issues it addresses. It has a number of communication initiatives designed to raise awareness and activism around these issues domestically and internationally.

For more information on Population Media Center, please visit: www.populationmedia.org.

CHALLENGES AND OPPORTUNITIES FOR THE EXECUTIVE VICE PRESIDENT

The Executive Vice President position has been created in recognition of the increasingly complex demands on PMC’s growing infrastructure and the desire to balance new opportunities with a smart and strategic growth plan that promotes sustainability of programs and impact in the regions served. The new EVP will report directly to the President and serve as a member of PMC’s senior leadership team. Key opportunities and challenges for the new Executive Vice President will include:

- **In partnership with the President, design, build, and lead the implementation of a broader and stronger organizational platform for the strategic scaling of PMC’s innovative and effective programs.** PMC is at a moment of great opportunity and is in the process of making critical strategic decisions about its future. The EVP will partner with organizational leadership, external partners, and in-country directors to continue the organization’s current strategic planning process, articulating a clear vision for the coming years and developing essential strategies for fundraising, staff development, strategic growth, and program enhancement.
- **Collaborate with senior leadership to align systems, policies, people, and procedures to build upon PMC’s strong organizational culture.** Although PMC currently enjoys a healthy and strong organizational culture, as it grows, its team will need support and systems to maintain lines of communication and to promote cross-learning and savvy decision-making. The EVP will offer the effective and shrewd business leadership needed to facilitate changes necessary to achieve strategic growth outcomes, bringing a robust focus on impact and facilitating the sharing of best practices across the organization’s headquarters and field teams. S/he will critically review systems, contracts, and operations to leverage existing strengths, close gaps, and promote the development and implementation of innovative solutions to new challenges and opportunities.
- **Ensure external donor agencies, sponsors, and NGO partnerships are in place to enable growth, supporting capacity building and empowerment of the senior team and in-country leadership.**



The Executive Vice President will develop and grow a talented staff and steward the organization's values through words and action. Working with senior leadership, s/he will identify and facilitate new opportunities for broader partnership and impact, including the development of strategic and novel funding opportunities to both launch and sustain new in-country programs. Working closely with the President, the EVP will serve as a liaison to an evolving Board of Directors.

- **Represent the organization externally to elevate its profile and brand among funders and champions.** The EVP will work with programmatic and administrative units to showcase programs and initiatives and support the President in guiding strategy to elevate PMC's public positioning. S/he will serve as a model in broadcasting PMC's unique culture and value. The EVP will continue to build PMC's profile as a leading provider of behavior change communications and represent PMC to diverse audiences.

QUALIFICATIONS FOR THE IDEAL CANDIDATE

PMC seeks an Executive Vice President who has a track record of success and the personal talent to lead and build an exceptionally effective organization. The following experiences, backgrounds, and qualities are of particular interest:

- Demonstrated success in bringing a dynamic and entrepreneurial international organization to scale; experience leading and inspiring change in a large multi-disciplinary organization and developing systems of communication and decision-making that encourage participation, transparency, and innovation. The ideal candidate will have at least seven years of senior leadership and management experience in a results- and outcomes- driven environment.
- A deep appreciation for the challenges in achieving healthy populations worldwide, with experience working in developing countries a must and a background in reproductive health or related networks preferred.
- An action-oriented, adaptable, and innovative leader with savvy for business, partnership-building, and communications best practices; comfort in a creative and highly- matrixed environment and experience in fostering and developing communities of experts.
- Exceptional verbal and written communication skills and the understanding of broad communications and engagement tools; an interest and understanding of behavior change communications and a keen appreciation for media as a powerful tool for social change.
- Honesty, integrity, enthusiasm, and a natural learning posture; a strong work ethic supported by commitment and follow-through; the humility and emotional intelligence necessary to build bridges across ideas and cultures and the natural tendency to forego individual promotion in the service of mission;
- A master's degree in a relevant field is preferred. We would be particularly interested in people with French and/or Spanish language abilities.
- Ability and willingness to travel significantly internationally.

**TO APPLY**

This search is being conducted with assistance from Katherine Jacobs, Callie Carroll, and Connor Daley of Nonprofit Professionals Advisory Group. Candidates are encouraged to apply as soon as possible, and applications will be reviewed as they are received. Please send nominations and/or applications including cover letter describing your interest and qualifications, your resume (in Word format), salary history, and where you learned of the position to: PMC-EVP@nonprofitprofessionals.com. ***Population Media Center is an equal opportunity employer and proudly values diversity. People of all backgrounds are encouraged to apply.***