

FIRST 5 LA VICE PRESIDENT COMMUNITY ENGAGEMENT & POLICY

Position
Announcement

As one of the state's largest funders of early childhood and an independent public agency, First 5 LA aligns our organizational practices, capabilities and resources to make the greatest possible impact for Los Angeles County's children prenatal to age 5 and their families.

First 5 LA, established through a voter-approved initiative in 1998 (Proposition 10), oversees the expenditure of tobacco tax revenues to support, promote, and optimize early childhood through systems change work that emphasizes child health, community work and early care and education. Since our inception, we have invested more than \$2 billion dollars. In November 2022, Proposition 31 was approved by California voters. Proposition 31 bans the sale of flavored tobacco products in California and will impact the collection of Prop 10 tax revenue. The estimated revenue for FY 23/24 from Prop 10 for Los Angeles County is \$53.9 million.

ABOUT FIRST 5 LA

Our partners describe us as a trusted agency and partner, an effective bridge between the public and private sectors, and able to move nimbly between government and community-based organizations. They say that we have stepped up to the plate on race and inequality, focused on the social safety net for children most in need, and are an effective convener with a strong internal talent capable of bringing together people working in different areas of child wellbeing and collaborating on aligned policy and system change goals. Finally, we are recognized by partners for our ability to blend, leverage and grow resources to sustain the work we have demonstrated to be highly effective for supporting the developmental potential of children from prenatal to age 5.

The fundamentals of First 5 LA are strong. The organization is: guided by a clear strategic focus on effective systems change to improve outcomes for children prenatal to five and their families; grounded in values that imbue our work together and alongside community; governed by a Board confident in First 5 LA's strategic direction; and led by a team of mission-driven, passionate, adaptive, and capable professionals – First 5 LA's greatest asset.

For more information, please visit: www.first5la.org



FIRST 5 NETWORK

We are proud to be part of the statewide network of 58 county commissions championing investments in the health and well-being of our youngest children and their families. We celebrate our collective work that began in 1998 when California voters passed Proposition 10, instituting a new tax on tobacco products to fund the creation of the statewide network of First 5s.

Together, the First 5 network — First 5 California, First 5 Association and our county commission partners — shines a spotlight on the importance of the early years. In everything we do, the First 5 network brings expertise and perspectives in early childhood, elevating the concerns of children prenatal to age 5 and their families where they may otherwise not be considered. At First 5 LA, we commit to working collaboratively with our First 5 network to continue to support young children's safe and healthy development now and into the future.

PRIORITIZING CRUCIAL EARLY YEARS

There is a window of opportunity during a young child's development that calls on the collective efforts of parents, the community and service providers to respect, support one another and work together. While this window is open, from prenatal to age 5, 90% of a child's brain will develop and determine social, emotional and learning patterns for life. Laying a solid foundation — step by step — helps build and develop a child's brain and ultimately impacts their ability to enter school ready to learn and succeed. Supporting children during this crucial period is the best way to promote lifelong health, well-being and success.

A STRONG FOUNDATION FOR EVERY CHILD

To set a strong foundation for children's health and well-being, lifelong learning and success, collaboratively we must ensure our systems and organizations truly work for and support every child and their family across race, ethnicity, class, geography, physical and cognitive differences, sexual and gender identity, home language and the diversity of family structures. And we know these systems will only work for young children when we recognize that they live, grow and develop within the context of their families and communities. That's why at First 5 LA we take a whole child, whole family approach.

To ensure every child has what they need to reach their full developmental potential during the critical years of prenatal to age 5, at First 5 LA we engage in a targeted universalism approach. We ground our [2024-2029 Strategic Plan](#) in universal goals for the well-being of all children prenatal to age 5 and their families in Los Angeles County. Then we work with our partners, communities and families to identify targeted tactics to meet different groups' varying needs. First 5 LA tactics will seek to work to address factors such as structural inequities and historic and present-day oppression.



VISION, MISSION & VALUES

First 5 LA's vision, mission and values drive how we'll partner to ensure all of our youngest children have what they need to reach their full development potential.

Our vision outlines the world we want to see and our mission that shares the collaborative actions we will take to get there.

Our values guide and direct how we show up and the actions we take to make the greatest possible impact for Los Angeles County's children prenatal through age 5 and their families.

OUR VISION

We envision a future where every child is born healthy and thrives in a nurturing, safe and loving community.

OUR MISSION

We advocate for children and their families, amplify community voice and partner for collective impact so that every child in Los Angeles County reaches their full developmental potential throughout the critical years of prenatal to age 5.

OUR VALUES



IMPACT

We remain curious, open to new ideas, adaptable to improve and unwavering in our pursuit of lasting results for young children and their families.



EQUITY

We honor the wisdom of our communities, recognizing that their assets hold the key to dismantling systemic barriers and forging a path to racial justice, as we champion opportunity for all.



PARTNERSHIP

We inspire collective action built on trusting relationships, diverse perspectives, humility and mutual respect.

Learning



INTEGRITY

We are accountable for results, ensure the most effective use of public resources and reflect on our actions.

Diversity, Equity,
and Inclusion

The Vice President of Community Engagement & Policy (VPCEP) is a key leadership position responsible for overseeing and integrating First 5 LA's community engagement, policy, and data agenda. This position is one of four leaders comprising First 5 LA's Senior Leadership Team (SLT) reporting directly to the President & Chief Executive Officer and responsible for collaboratively developing strategic direction for the organization. The VPCEP oversees the Center of Community Engagement & Policy which consists of the following departments: Communities, Impact & Accountability, Public Policy & Early Care and Education, and the Partnership Development function.

THE POSITION

Los Angeles County regions, partnering with local communities and elevating their voice and engagement in the social movement for effective systems change to improve outcomes for children prenatal to five and their families.

The VPCEP will spearhead the development of new partnerships for First 5 LA at the local, regional, and state level in support of organizational goals, and collaborate internally to maintain new and existing relationships and close gaps. And they will oversee the development and implementation of collaborative, organization-wide processes for analyzing, integrating, and sharing demographic and community based quantitative and qualitative data collection and consistent evaluation to inform investments, partner engagements, and policy positions.

LEADERSHIP & COLLABORATION

- As a member of the Senior Leadership Team, provides thought-partnership and support to the President & CEO in the overall strategic leadership of the organization.
- Provides visionary leadership, guidance, support, and mentorship to the Center of Community Engagement & Policy (CCEP), fostering a culture of collaboration, innovation, rigor, and action.
- Coaches and develops diverse teams to results that focus on impact to family outcomes and advance the strategic plan.
- Leads the development of the CCEP annual budget and monitors expenditures against budget to remain a fiscally responsible organization and maximize the use of financial resources to support organizational goals.
- Models and leads strong Center, departmental and function collaboration with the other three Centers:
 - Family Systems & Human Resources,
 - Operations & Sustainability, and
 - Strategy & Culture.

COMMUNITY ENGAGEMENT & PARTNERSHIP DEVELOPMENT

- Leads the development and implementation of innovative strategies to engage communities, stakeholders, and partners in the organization's work and ensure alignment with organizational goals.

The VPCEP will be responsible for advocating for impactful federal, state, and local policy changes that align with and drive First 5 LA's vision, mission, goals, objectives, strategies, and tactics. They will oversee the organization's work to build sustainable capacity and collaborative networks within five

KEY RESPONSIBILITIES

- Identifies opportunities for including perspectives from those with lived experience and community voice in improving local and state public systems and developing and supporting policy change impacting children prenatal to five and their families.
- Leads collaboration with other Centers and departments to ensure organization-wide alignment on community outreach initiatives and contracts.
- Ensures that relationships fostered and activities undertaken with community leaders, organizations, and advocacy groups enhance program effectiveness and support organizational goals.
- Prioritizes financial resources and approves Communities department created community events, forums, and campaigns to ensure they support organizational goals.
- Catalyzes new partnerships and relationships for First 5 LA, and involves and includes others in maintaining and growing these external resources to support organizational goals; ensures that the organization has an accurate inventory of all its key partnerships and organizational relationships, identifies missing opportunities, and closes gaps.

KEY RESPONSIBILITIES

POLICY DEVELOPMENT, IMPLEMENTATION, & ADVOCACY

- Drives policy development, implementation, and advocacy efforts, collaborating with internal teams, external stakeholders, and policymakers to influence systems change and promote innovative evidence-based initiatives supporting children prenatal to five and their families that align with our strategic plan.
- In conjunction with the President & CEO and the Executive Vice President, develops and maintains senior-level relationships with government agencies at the city, county and state level, community partners and organizations, and advocacy groups to enhance program effectiveness and support organizational goals.
- Oversees the department of Public Policy & Early Care and Education in monitoring the legislative and policy landscape to stay informed about local, state, and national policies impacting children prenatal to five and their families; uses this knowledge to inform advocacy efforts and strategic interventions and decisions.
- Collaborates with internal teams across Centers and departments to develop evidence-based policy recommendations and initiatives that support the needs of children prenatal to five and their families in LA County and throughout California.
- Serves as a visible and influential representative of First 5 LA in various policy forums, conferences, and public events advocating for systemic changes and influencing decision-makers at local, state, and national levels.
- Ensures that all policy and advocacy work by First 5 LA internal team and its grantees stays within the legal parameters for a quasi-governmental agency, complies with Proposition 10 and is aligned to the strategic plan.

IMPACT & ACCOUNTABILITY

- Oversees the overall organizational data agenda, inclusive of health, early care & education, and child welfare issues, and maximizes the full inventory of internal and partner data resources to share information across the organization and leverages it to support organizational goals.
- Harnesses community relationships to integrate their qualitative input with quantitative population-level data and interprets the results to tell the story behind the data and informs program and policy development.

- Ensures that the Impact & Accountability department establishes and monitors key performance indicators (KPIs); serves as an organizational partner to evaluate the effectiveness of programmatic investments, community engagement initiatives, policy advocacy efforts, and contracting and internal systems; and develops and implements a system to share the data across the organization.
- Drives continuous improvement through analysis of KPIs, ensuring the incorporation of community perspectives on the data and metrics to inform decisions and adjustments to organizational strategies.
- Advises Centers and departments on the prioritization of data collection and evaluation projects, target resources, and manages long-term projects in support of organizational goals.
- Develops and leads collaborative processes to approve use of external data vendors across the organization and ensures that contracts are cost effective, high impact and well-aligned with organizational goals.

OPERATES WITH A DIVERSITY, EQUITY, & INCLUSION LENS

- Consistently considers the implications, actions, and decisions, centering the experiences and perspectives of team members with diverse identities as well as the communities we ultimately exist to support.

MEMBER OF SENIOR LEADERSHIP

- In collaboration with the other four Senior Leadership Team (SLT) members, develops and implements comprehensive management strategies and plans that support the successful adoption of new initiatives, technologies, and organizational changes.
- As a member of the SLT, participates in all Leadership Team (LT) meetings with Directors, and assists with developing agendas and facilitating effective sessions across all Centers.
- Attends all Board of Commissioners meetings, collaboratively develops the Board presentation calendar, assists in identifying the strongest messengers for presentations, including external partners and voices, and delivers presentations to the Board as needed.
- Ensures that all presentations from the Center that provide updates on community engagement, policy initiatives, accountability and impact, and progress toward strategic goals are well-aligned with the strategic plan and are focused on results.
- In partnership with the President & CEO and SLT, debriefs following Commissioner meetings and develops appropriate response and follow-up plans to Board of Commissioner direction and feedback.

THE IDEAL CANDIDATE

First 5 LA's VPCEP will be an experienced, people-centric, results-focused and collegial leader who is passionate about First 5 LA's mission and strategic direction. They will exhibit strategic, inclusive and adaptive leadership, systems thinking, strong communications skills, change management practices, and people management skills. They will embrace the use and power of data and community voice to call attention to issues and drive systems-level change. They will bring a strong orientation to fiscal stewardship, the strategic use of public funds, and growing state and county investments in the outcomes we seek for children prenatal to five and their families.

The ideal candidate is an active listener, a team builder, and proactive collaborator who possess a high level of emotional intelligence to cultivate and maintain trusting relationships with both internal and external stakeholders and partners.



QUALIFICATIONS

EXPERIENCE

Minimum of 15 years in a senior leadership role with a track record of leading successful community engagement and policy strategies and initiatives, and effective management of teams. A track record of successfully leading collaborations across initiatives and teams. Proven experience in using data and community voice to inform and drive policy change, and metrics for evaluation, continuous improvement, and decision making.

COLLABORATION & RELATIONSHIP BUILDING

Proven track record of collaboration with internal and external partners. Demonstrated ability to collaborate effectively across various departments and levels of an organization. Politically savvy with a network of relationships within communities, government, and advocacy sectors in Los Angeles County and across the state.

LEADERSHIP

High degree of integrity with proven ability to lead, inspire, mentor, and manage teams within a collaborative environment. Strong interpersonal skills with the capacity to build and nurture relationships with diverse internal and external stakeholders.

STRATEGIC THINKING

Proven track record of strategic thinking, analyzing complex issues, and developing and implementing innovative solutions. Experience in shaping and executing strategic plans aligned with organizational goals. Proven ability to develop and execute strategic efforts with external partners that drive positive outcomes and systemic change.

ADVOCACY & COMMUNICATION

Excellent written and verbal communication skills. Demonstrated experience in advocacy, public speaking, and effectively communicating complex policy issues to diverse audiences, including parents and community members. Exceptional presentation skills with the ability to engage and influence diverse stakeholders, including the Board of Commissioners, elected officials and other policy makers.

COMMITMENT TO MISSION

Demonstrated experience with public family serving systems, understanding early childhood development, coupled with experience advancing equity and improving outcomes for children and families. Deep humility and respect for the communities with which First 5 LA partners.

ANALYTICAL SKILLS

Demonstrated experience using and leveraging data and research to drive policy initiatives and decision-making, to measure impact and equitable outcomes, and to advance organizational goals and objectives.

EDUCATION

A bachelor's degree in public policy, social sciences, public administration, or a related field is preferred. A master's degree is a plus.

COMPENSATION AND BENEFITS

SALARY

We offer an attractive public sector executive salary. Full range is \$187,000-\$280,400. The target starting salary is \$250,000. Final offers are commensurate with experience.

HEALTH BENEFITS

We pay 100% of the premiums for employee and their dependents for medical, dental, vision benefits, and for employee's life and long-term disability insurance policies; benefit eligibility takes effect on the first of the month following 30 days of employment.

RETIREMENT

We offer a 403(b) retirement savings and investment plan through The Standard. Eligibility for a match and non-elective contribution from First 5 LA starts immediately upon hire.

Elective Contribution: First 5 LA matches an employee's elective contribution, dollar for dollar, up to 1% of salary the first year of completed service; up to 2% of salary after one year of completed service; up to 3% of salary after two years of completed service or more.

Non-Elective Contribution: Whether or not you contribute to your retirement savings, First 5 LA will contribute 3% of the employee's salary for less than five years of completed service; 4.5% for five-nine years; 6% for 10-14 years; 7.5% for 15 years or more.

ADDITIONAL BENEFITS

We offer paid vacation and sick time, 13 paid holidays, flexible work schedules, voluntary health and dependent care spending accounts, employee assistance program, life insurance, long-term disability, voluntary college savings plan, and leadership development programs. First 5 LA supports professional development coaching at the employer's expense.

In addition, First 5 LA's status as an independent public agency allows full-time employees to apply and possibly receive federal student loan forgiveness under the Public Service Loan Forgiveness Program offered by the U.S. Department of Education.

HYBRID WORK, 9/80 SCHEDULE AVAILABLE

First 5 LA offers employees a 9/80 work schedule or 5/40 work schedule and flexible work hours between 7:00 a.m. – 7:00 p.m. Our hybrid work policy requires a minimum of two 8-hour days per week in the First 5 LA offices. All teams select one day per week for synchronistic work, and sometimes two days, depending on the needs and work load of the team.



APPLY

We are partnering with Justus McGinity Executive Search for this recruitment. To apply for this opportunity, please electronically submit your resume and cover letter [HERE](#).

Submitted materials will be screened for experience as well as alignment with our vision and values, and the qualifications for the Vice President role.

The approximate timeline for the recruitment is as follows:

LATE MARCH	EARLY APRIL	LATE APRIL	MAY 3, 2024
Presentation of Candidates	Round One Interviews	Round Two Interviews	Targeted Offer Date

Confidential inquiries are encouraged and can be directed to Julie Justus McGinity via:



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(310) 922-7965



<https://www.linkedin.com/in/julie-justus-mcginity-5800294/>



EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

We are dedicated to diversity, equity, and inclusion. We celebrate the diversity of the First 5 LA team.

All qualified applicants will receive consideration for employment without regard to age, race, color, religion, sexual orientation, gender identity, parental status, national origin, ability/disability status, protected veteran status, or any other characteristic protected by law. In compliance with the Americans with Disabilities Act, First 5 LA will provide reasonable accommodations upon request.

We highly encourage our diverse community to apply for the Vice President position, and all positions at First 5 LA, as we aim to ensure our team reflects the diverse communities of Los Angeles County.

