

Chief Executive Officer, Coast Guard Mutual Assistance

Opportunity

Since 1924, the Coast Guard's official military aid society, Coast Guard Mutual Assistance (CGMA), has provided for the financial resilience of the community that it serves. This strong, established, and adaptive organization has helped Coast Guard active duty, reserve, civilian employees, auxiliary, retirees, their widows, and families with more than \$230 million in financial assistance. More than 17% of the organization's historical assistance has been provided in the last five years alone, primarily due to the 2018/19 Lapse in Department of Homeland Security Appropriations, the COVID-19 pandemic, housing and labor shortages, and unusually busy storm seasons. The Chief Executive Officer will lead this non-profit organization in helping with disasters and emergencies, education support and off-duty assistance, all intended to ensure that this organization's mission can serve those that serve the Coast Guard. This is a unique opportunity with a leading military service organization offering a competitive compensation and benefits package.

Organization

Coast Guard Mutual Assistance is a donor-supported, Coast Guard client serving, nonprofit organization with a mission to support the financial resilience of the Coast Guard community. Alongside its counterparts in the other military services, CGMA works to fulfill its mission to provide responsive support to enable financial resiliency within the Coast Guard Community. Its vision is: We stand Always Ready to help our own using adaptable, innovative, and inclusive solutions to navigate evolving financial challenges. The organization focuses on three areas of work: providing assistance caused by the unexpected or unplanned emergencies and natural disasters, investment in educational support not covered by the government, and help with support for families and other challenges faced by military members. It also serves the entire population of military service members through its relationship with all the military aid societies that serve the 1.3 million members of the Army, Air Force, Navy, Marine Corps and Space Force.

In 2020, Coast Guard Mutual Assistance received a Distinguished Public Service award by the United States Coast Guard for its work during the 2019 Lapse in DHS Appropriations by providing \$8.4 million to more than 6200 service members who were not paid during the 35-day shutdown.

Coast Guard Mutual Assistance (CGMA) is headquartered in Arlington, Virginia, and assisted by part-time collateral duty CGMA representatives at large units around the Coast Guard. The organization is led by a professional staff of 12 full-time employees, supplemented by hourly staff, interns and volunteers, with an annual operating budget of approximately \$6 million and reserves of approximately \$48 million.

Governed by a 20-member Board with guidance from its committee members, CGMA thrives on the support from thousands of donors most of whom do, or have served, in the Coast Guard in some capacity.

Priorities

The next Chief Executive Officer will champion the care and stewardship of CGMA to ensure that it remains sustainable with respect for the benefit of all. Key priorities for the Chief Executive Officer include:

Immediate

- **Develop and implement an update to the Strategic Plan.** The existing plan was last updated in 2018 and is ready for a refresh, to include measures and impact measures consistent with the state of current non-profits.
- **Implement new Customer Relationship Manager:** The current database and supporting software is ending its sustainable service life. A new contract, with funding from a donor, has been signed with its “go live” date planned for mid-2024.
- **Plan for the 100th year celebration in November 2024:** A strategy for smaller events leading up to the main festivities is underway and a contract has been awarded for a vendor to assist with all aspects of this event.

Long-range

- **Staying True to the Financial Resilience Centered Mission:** Manage, grow, or shed operational programs and their related funding without diluting Coast Guard Mutual Assistance’s primary function as a military aid society; ensure the success and self-sustainability of education and day to day support in a way that retains a focus on disasters and emergencies.
- **Change the CG culture of Philanthropy: Program Sustainment.** Expand Coast Guard Mutual Assistance’s presence and engagement with the Coast Guard, so that the donor base grows as support for the service grows simultaneously based on emerging needs. Raise the visibility and impact of Coast Guard Mutual Assistance to reach communities that previously have not been involved with a military service organization or issues.
- **Secure a location for CGMA Headquarters:** Remaining in Virginia, either find a suitable DHS funded location (per language in CG Authorization Act of 2020) or other commercial office space, through new selection or renegotiating the current location. The current lease for CGMA HQ expires in 2026.
- **Funding and Resource Development:** Increase focus and cultivation of donors to broaden Coast Guard Mutual Assistance’s reach across the service. Continue to build upon the organization’s strong financial foundation. Primarily grow the donor base through allotments from Coast Guard member/clients.

Responsibilities

Reporting to the Board of Directors, the Chief Executive Officer is responsible for:

Development and Implementation of an updated Strategic Plan

Ensure that Coast Guard Mutual Assistance meets its strategic goals while staying true to the organization's mission, vision, and values. Provide leadership for developing and executing a refreshed [strategic plan](#) and objectives to strengthen the impact of Coast Guard Mutual Assistance's work. The Chief Executive Officer is a strategic thinker who can help Coast Guard Mutual Assistance grow within the capacity of the current strategic plan, and beyond, while maintaining financial sustainability.

External Spokesperson and Leader of the Organization

Serve as Coast Guard Mutual Assistance's principal spokesperson, representing the organization's perspectives and policy positions to all constituents, including with governmental, legislative, and professional leaders and high-end donors. As spokesperson, the Chief Executive Officer must be able to understand complex issues and translate them into straightforward language that conveys passion and commitment to improving the financial resilience of the clients and responding to external demands that affect the Coast Guard community.

Fundraising and Managing Donor Relationships

Lead fundraising efforts by developing and maintaining long-term relationships with major donors and funders; actively cultivate new donors and funders. Work with the Development team to formulate and achieve annual fundraising goals; align communications, events, outreach, and membership activities to foster long-term philanthropic support for Coast Guard Mutual Assistance

General Management and Operations

Work closely with senior staff to align department goals with strategic objectives and maintain the highest standard of excellence in all aspects of day-to-day operations. Ensure the organization is well-positioned to recruit and retain a diverse, highly qualified, and dedicated workforce. Set direction for external communications and messaging. The Chief Executive Officer is an effective team leader and consensus builder who seeks out, supports, and celebrates all the people doing the day-to-day work of Coast Guard Mutual Assistance and understands the importance of supporting senior staff to manage teams and their work.

Financial Management and Compliance

Oversee financial operations to ensure the organization implements and maintains strong financial controls, procedures, and practices. Ensure that the organization complies with relevant laws and regulations. Work with staff, committees, and the Board in preparing annual budgets and operating within budget guidelines. The Chief Executive Officer understands and manages reputational, organizational, and financial risks and, as needed, initiates and completes capital projects.

Board Management and Development

Provide appropriate, timely and accurate information to the Board regarding all aspects of the organization's operations. Provide support to Board committees. Monitor and share with the Board trends in non-profit governance, management, and philanthropy. Support the Board in fulfilling its governance and fiduciary responsibilities. Actively recruit new members to join Board committees.

Qualifications

Ideal candidates will meet most if not all the following qualifications:

- Passion for Coast Guard Mutual Assistance's Mission, Vision, and Values; Candidates will have a demonstrated passion and commitment to sustaining the welfare of Coast Guard members and their families, including through membership or other involvement in nonprofit organizations, volunteer efforts, fundraising efforts, participation in events, or personal or professional projects. A solid understanding of the top issues affecting the Coast Guard workforce of both today and the future and an ability to quickly come up to speed on complicated issues is essential to the role.
- A natural passion for the Coast Guard, including past executive service on active duty, as a reserve member or civilian employee is highly desired.
- Exceptional communication skills to include excellent public speaking and presentation; strong interpersonal and conflict-resolution skills; and demonstrated leadership experience acting and speaking on behalf of organizations, including with governmental, legislative, and professional leaders and high-end donors.
- Demonstrated general management and leadership skills with experience managing organizational operations and staff; collaborative leadership style (i.e., accessible to staff, not a micromanager). Governance/Board of Directors experience understanding the roles of both professional staff and oversight responsibilities.
- A proven track record of continued lifelong learning, including certificate(s) in association and/or non-profit management.
- Demonstrated experience in financial budgeting and planning.
- Relationship-building, cultivation, and collaboration, both internally and externally particularly related to other Coast Guard charities and the joint military aid society environment.
- Commitment to advancing diversity, equity, and inclusion initiatives; experience implementing diversity strategies.
- Experience closing major gifts

How to apply

Candidates should include a resume and a cover letter that describes how their qualifications and experience match the responsibilities and qualifications of Coast Guard Mutual Assistance, along with salary expectations and how they learned of the position. Candidates are strongly encouraged to apply by **18 Jan 2024**.

Interested candidates can apply for this job by forwarding their application to CEOApplicant@cgmahq.org

Electronic submissions sent through the above link are preferred. All submissions receive acknowledgment and are confidential within the search committee.

The Chief Executive Officer position is full time and based in Arlington, Virginia with the opportunity for work-from-home days. Some travel would be required. Coast Guard Mutual Assistance offers a comprehensive benefits package. Salary is competitive with relevant experience, within the organization's annual operating budget, and in the approximate range of \$150,000-175,000. Coast Guard Mutual Assistance is committed to complying with CDC COVID-19 requirements and requires proof of COVID-19 vaccination for all employees.

Coast Guard Mutual Assistance is an equal opportunity employer.