



Position Announcement
Executive Director
The Mental Health Coalition
New York City, NY

The Mental Health Coalition seeks a dynamic Executive Director who is passionate about and committed to advancing our mission: To catalyze like-minded communities to work together to destigmatize mental health and empower access to vital resources and necessary support for all.

The Organization

Founded in 2019, The Mental Health Coalition (MHC) was formed with the understanding that the mental health crisis is fueled by a pervasive and devastating stigma, preventing millions of individuals from being able to seek the critical treatment they need. We are a coalition of the leading mental health organizations, brands, and individuals who have joined forces to end the stigma surrounding mental health and to change the way people talk about, and care for, mental illness. Together, we are working to end the devastating stigma surrounding today's most prevalent public health crisis.

Inclusivity and belonging are core to the mission of The Mental Health Coalition. We are committed to centering and uplifting marginalized voices, challenging the status quo, and addressing systemic inequity that hinders wellbeing and access to resources. We pledge to approach our ever-evolving work with humility and a responsibility to infuse all that we do with evidence-based considerations of equity, diversity, antiracism, and accessibility.

Programs

The Mental Health Coalition envisions a world in which mental health is not associated with stigma, shame, or judgment, and all people feel empowered to openly discuss and address their individual mental health needs. MHC is advancing the following programs and initiatives:

- **[Safe Online Standards for Kids' Mental Health \(S.O.S.\)](#)**: MHC is embarking on a multi-year journey to transform youth mental health in the digital space via the S.O.S. initiative by developing credible, data-driven standards for kids' mental health on technology platforms.
- **[Wellbeing At Work](#)**: MHC spearheaded the Wellbeing At Work initiative to cultivate healthier, more productive workplaces nationwide, equipping individuals with the tools to thrive both within and beyond the workplace. This initiative involves corporations committing to advancing, supporting, and sharing mental health best practices in the workplace.
- **[Roadmaps & Guides](#)**: MHC, often in collaboration with coalition members and other partners, develops Roadmaps that explore a wide range of topics and address specific communities within the mental health continuum to deepen understanding and offer solutions and resources.
- **[Resource Library](#)**: MHC's Resource Library is made available by our alliance of the leading mental health organizations. The database includes a wide range of resources for individuals to learn about mental health, help a loved one, learn coping skills, and seek support.

Strategic Direction

MHC is on a mission to reach *everyone, everywhere* by changing culture. Given the pervasiveness of the mental health crisis in our families and communities, we know traditional methods and channels of reaching people are just not enough. While we have accomplished much in our first few years, we are relentlessly focused on meaningful impact that sustains and transcends. In 2025 and beyond, we will focus on strategic priorities to do just that, aligning staff time and program resources accordingly. Our strategic priorities are:

- **Operations:** Develop operational infrastructure and business model for the organization to allow it to thrive independently in support of its mission.
- **Community** Grow MHC's position as a conduit and catalyst driving value within the MHC community, partners, experts, and brands.
- **Conversations:** Increase the reach of destigmatizing messages while measuring the impact on stigma and reporting impact for all.
- **Resources:** Deepen and expand MHC's original and aggregated resources both online and offline.

The Mental Health Coalition is governed by a 7-member board of directors. With a current rapidly growing anticipated annual operating budget of \$4 million including significant in-kind investments from its coalition members, partners, and champions, the organization has a full-time staff team of 11 with a network of part-time, in-kind and pro bono staff. The organization's first Executive Director, Jen Moore, is stepping down in the Fall of 2024 after five years of service and leadership. For more information, please visit <https://www.thementalhealthcoalition.org/>

The Position

Reporting to the Board of Directors, the Executive Director will manage the internal organization as well as represent MHC externally. Initial priorities for the Executive Director include:

- Develop a comprehensive understanding of MHC's current strengths and areas of opportunity: relationships, people, programs, systems and finances.
- Co-create, with input from board, staff, and coalition members, a strategic framework that aligns with MHC's vision and lead the organization in setting priorities, allocating resources, and leveraging MHC's coalition-partner model to implement initiatives that maximize mission impact.
- Develop and implement a funding strategy that addresses and serves the ongoing needs of the Coalition.

Key Responsibilities

The Executive Director will provide leadership to the organization and manage its day-to-day affairs. Primary responsibilities include:

Strategy, Innovation, & Leadership

- Oversee the strategic direction of the organization, leveraging the coalition and partner network and using a business model that relies on cooperation rather than competition
- Create and communicate the value proposition of MHC, including impact
- Position MHC as a catalytic force where challenges become solutions
- Create scale and leverage for both growth and brand recognition
- Lead, innovate, and expand fundraising initiatives

Networking & Communication

- Serve as a key face and voice of MHC and leverage coalition members and partners to amplify MHC's mission and impact
- Build and sustain effective mission- and brand-aligned communications with members, partners, and other stakeholders
- Develop and oversee relationships with current MHC community members, and identify, pursue, and cultivate new members and partnerships
- Ensure regular and informative communications engines for Board, staff, members, partners and the community-at-large

Organization Leadership

- Collaborate with the Board of Directors to set and track annual goals: impact, programmatic, financial
- Oversee the operational management of MHC and investments in people, systems, and resources to ensure sustained financial health
- Support the Board in understanding existing and new programs/initiatives offered through MHC, including quantitative and qualitative resource investments and outcomes/impact of individual and collective initiatives.
- Manage the budgeting and budget reporting processes
- Foster an inclusive and collaborative work environment
- Provide direction, guidance and support to staff

Skills and Attributes

Successful candidates for this position will share a commitment MHC's mission and will bring a variety of experiences and attributes to MHC, including:

- Demonstrated history of providing visionary and strategic leadership
- Proven networking and relationship building skills and an understanding of managing complex relationships
- An innovative entrepreneurial approach and ability to recognize and build on new opportunities
- Working knowledge of, or experience in the field of mental health
- A record of working with existing partners while developing new partners
- A strong and articulate communicator with well-developed written and oral communications skills and style
- A successful track record in fundraising and the ability to identify new funding opportunities or funding streams
- Proven experience with fiscal management, budgeting and operations, including responsibility for developing and managing at least a \$4M budget
- A natural leader who takes initiative combined with a strong management background
- Success in supporting a Board of Directors in its governance role, fostering its ongoing development and keeping it informed
- Living in the tri-state area is preferred

Work Environment & Benefits

The salary range for this position is \$180,000 - \$250,000 with potential for incentive pay. The work environment is currently hybrid, with offices in West 21st Street, New York City. MHC offers a competitive benefits package that includes health insurance (with generous employer premium contribution), retirement plan with employer match, significant paid leave (holidays, PTO, mental health days), professional development support, and other benefits.

APPLICATION PROCESS

To apply, upload resume and cover letter which conveys your interest in this leadership opportunity by clicking [here](#). Please contact [Andrea Tovar](#) if you experience technical difficulties submitting your materials or if you are a qualified candidate with a disability and require an accommodation.

For other inquiries about this leadership opportunity, contact Karen Schuler, Partner at karen.schuler@marcumllp.com or Catrese Brown, Senior Consultant at Catrese.brown@marcumllp.com. No other application materials will be reviewed at this time. Resume reviews begin immediately.

The Mental Health Coalition is an equal opportunity employer and prohibits discrimination and harassment against any employee or applicant for employment because of race, color, religion, sex, national origin, marital status, age, disability, veteran status, sexual orientation, gender identity or expression, pregnancy, childbirth or related medical conditions, genetic information or any other legally protected group status.

About Marcum's Nonprofit & Social Sector Group

On behalf of The Mental Health Coalition, Marcum's Nonprofit & Social Sector Group is working with the Board of Directors to advance the search. Founded in 1984, we are, and always have been, a mission-driven professional services firm seeking to do more for nonprofits and socially conscious companies. We exist to do meaningful work for organizations like The Mental Health Coalition who are making a difference in our communities and our world. Learn more about our work at <http://marcumllp.com/industries/nonprofit-social-sector>.