

## EAT SMART MOVE MORE – SOUTH CAROLINA

Eat Smart Move More South Carolina (ESMMSC) is a statewide nonprofit, with over 10 years of experience working with a network of local and state partners on evidence-based strategies that have high impact and are sustainable. The organization networks with over 2,400 members that represent local and state organizations.

**Our Mission:** To advance community-led change to reduce obesity, by making the healthy choice the easy choice for every South Carolinian.

**Our Vision:** A South Carolina in which healthy eating and active living are central to the everyday culture where we live, learn, work, play and pray.

We advance our mission by supporting our community partners. There are currently 26 ESMMSC local chapters, representing 31 counties throughout the state working to on healthy eating, active living policies and initiatives in their communities. ESMMSC staff offers technical assistance, training, and resources to our partners, and are considered content experts in advocacy, community coalitions, and youth engagement.

ESMMSC has four mission-focused goals:

- **Advocacy**– Influence polices, systems and environmental change that support healthy eating active living for all residents
- **Community Action**– Support and empower local coalitions to create sustainable change for healthy eating active living options for all residents.
- **Youth Engagement**– Engage, educate, and empower youth to become champions of healthy change in their communities.
- **Consumer Awareness**– Inspire residents across the state with ideas, information, and tools to live a healthy and active lifestyle.



City and county councils adopting policies that include health components



Farmers' markets accepting SNAP as a form of payment by customers



The creation of new trails and parks that include wayfinding signs to help patrons safely find their way around



Schools providing healthy food options on campus



Employers providing healthy food options at meetings and events



Churches creating community gardens that supply free, fresh produce to those in need

## BOARD OF DIRECTORS – OFFICERS



**Jen Wright, MPH, Chairman**  
**South Carolina Hospital Association**

Jen Wright is the Working Well Director at the SC Hospital Association. She assists hospitals, businesses, and their wellness teams in creating a healthy work environment by implementing healthy changes supportive of tobacco-free living, while providing healthy food and physical activity opportunities during the workday. She has a bachelor's degree from Truman State University and a master's degree in public health.



**Anna Hamilton Lewin, MSW, Vice Chairman**  
**SC Community Loan Fund**

Anna Lewin is the CEO for the South Carolina Community Loan Fund (CLF), which works to design and enhance strategic initiatives to support and increase CLF's loan activities. Previously as COO, she oversaw CLF's Healthy Food Financing Program. Anna came to CLF after serving as VP of Community Initiatives for the Lowcountry Food Bank. Anna's background also includes experience in affordable housing development and rehab programs and was ED of Operation Home from 2008-2011. Anna is involved in many advocacy and food policy groups and serves on other organization boards. Anna graduated from the College of Charleston and received her master's degree in social work from the University of South Carolina.



**Megan A. Weis, DrPH, MPH, MCHES, Secretary**  
**South Carolina Institute of Medicine & Public Health**

Dr. Megan Weis is Senior Director of Strategic Engagement at the South Carolina Institute of Medicine and Public Health and provides leadership and management in communications, impact evaluation and development work. Her experience in public health ranges from serving as a Peace Corps Volunteer, implementing and managing surveillance systems, evaluation and communications for state, academic and non-profit organizations. Dr. Weis is graduate of both Furman University and the Arnold School of Public Health at the University of South Carolina.



**Randi Branham, CPA, Treasurer**  
**Elliott Davis**

With more than five years of public accounting experience with Elliott Davis, Randi provides comprehensive assurance and advisory services to a diverse client base which includes South Carolina public charter schools, not-for-profit entities, employee benefit plans and manufacturing businesses. She received her Bachelor of Science in Business Administration from Coastal Carolina University her Master of Accountancy from the University of South Carolina.



**Matt McGrievy, MLIS, Member-at-Large**  
**Arnold School of Public Health at the University of South Carolina**

Matt McGrievy is the Director of the Web Development & Communications (WDC) Core in the Arnold School of Public Health at the University of South Carolina. The WDC provides a wide range of technical services, including web design, database development, and data capture solutions, to public health entities both internal and external to the university. Matt earned his BA in English from Miami University and his Master of Library and Information Science from the University of Texas. He has previously worked managing IT systems at the University of North Carolina, Johns Hopkins University, and the University of Alabama.

## POSITION SUMMARY – EXECUTIVE DIRECTOR

Eat Smart, Move More South Carolina is seeking an experienced and dedicated leader to build on the organization's established success and guide its further development in helping communities plan for healthier environments and create opportunities to access healthy foods and physical activity.

With a respected history as a statewide convener and resource in the obesity prevention movement, ESMMSA has a focused mission and strategic direction and a solid core of individual and organizational members. The successful candidate for Executive Director will possess strong skills in collaboration and partnership as well as strengths in organizational management, fundraising and advocacy. This unique opportunity will appeal to an individual wishing to play a vital leadership role as a part of an organization focused on improving the lives and health of the people of South Carolina.

The Executive Director works in partnership with the Board and the staff to provide leadership, vision and direction for the organization and to develop organizational strategy. The Executive Director manages the organization's programs and operations and represents the organization publicly.

## KEY AREAS OF RESPONSIBILITY



### Visibility and Advocacy

- Be the voice of active and healthy living.
- Challenge the status quo by articulating a bold vision and leaning into it with confidence.
- Serve as a resource to inform state and local policy decisions relevant to the strategic mission of the organization.

- Build relationships throughout the state and across political, philanthropic, and business spheres to make the vision a reality.
- Enhance recognition of the organization's value-added activities.
- Encourage organization from policy systems and environmental change rather than focusing on programmatic change.
- This person must be visible, approachable, and accessible to those in the community as a brand ambassador.

### **Strategic Resource Development**

- Oversee development and implementation of fund development activities.
- Maintain a focus on the visibility, credibility and sustainability of the organization by pursuing appropriate opportunities for partnership and funding that serve to advance the organization's mission.
- Maintain and build meaningful relationships with external partners to ensure financial stability and resource management.
- Focus on individual giving, major gifts, corporate/foundation gifts and other sources to ensure diversification of funds to maintain a stable income for the foreseeable future.
- Identify and pursue grant opportunities, at the local, state, and national levels.
- Improve and innovate the way the organization fundraises. He/she must anticipate the challenges with the fundraising model and apply critical thinking to develop alternative solutions in advance of resource erosion.
- Plan, organize, and implement new revenue streams to support community impact and work.

### **Coalition and Community Building**

- Coordinate the ongoing development of the organization's advocacy agenda and work to advance that agenda through contact with elected officials and other policymakers.
- Build relationships throughout the state in order to build consensus around healthy living and equity.
- Ensure the alignment of the organization's strategic plan with coalition and community partners' goals.
- Use data to drive programs, in order to ensure impact and ROI towards the overall goals in our communities.
- Maintain a clear focus on high level impact and the large-scale efforts.
- Communicate consistently and frequently with employees, board members, and stakeholders.

### **Organizational Leadership**

- Provide solid leadership and management to ensure that the mission is the catalyst for all strategic decisions.
- Establish a culture of innovation and collaboration.
- Lead, inspire and mentor staff in the vision and goals of ESMM.
- Foster a success-oriented, accountable, and joyful environment for team members of ESMM.
- Establish credibility throughout the organization through clear, consistent communication and collaboration at all levels.
- Ensure talent development and leadership programs are a priority in order to maintain current staff morale and retention, while developing leaders within the organization.
- Lead the recruitment, training, and supervision of all ESMMSC team members and conduct annual performance reviews.

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## Financial and Operation Leadership

- Maintain an effective working relationship with the Board of Directors, committee chairs, key partners and funders to ensure the advancement of the organization and its mission.
- Maintain organizational structure that supports the efficient delivery of programs and services, accomplishment of goals identified in the strategic plan.
- Monitor and ensure that all contract and grant requirements, deliverables and reports occur on schedule.
- Oversee adherence to organizational by-laws, policies and procedures.
- Oversee fiscal aspects of the organization. Maintain transparency of all financial records in cooperation with the organization's Business Manager and Treasurer.

## REQUIREMENTS

- Master's degree in Public Health, Public Administration, Business Administration, or another related field.
- Strong understanding of public health and factors that affect obesity.
- Interpersonal skills to include public speaking, strong communication skills, and coalition building.
- Strategic, high-level thinker.
- Nonprofit management experience, which includes working with nonprofit boards on board engagement, board nomination, and board development.
- Fiscal management and oversight experience, which includes creating and managing budgets from diverse grant sources, and cash forecasting.
- Personnel management experience, which includes supervising professional and administrative staff, overseeing and managing staff projects, establishing and reviewing staff goals on a regular basis, and evaluate staff performance on an annual basis.
- Strategic planning experience, which includes understanding the national, state and local landscape, as well as SWAT analysis, reviewing mission and vision statement for organization, establishing goals and objectives, including an annual operation plan and work plan for staff.
- Fund development experience, with documented success.
- Strong public relations experience with the ability to engage a wide range of stakeholders.
- Grant writing and oversight experience, particularly with federal grants.
- Experience working with at-risk populations experiencing health disparities, preferable.

## WHY COLUMBIA, SC?



**Columbia, South Carolina**, strategically located in the center of the state, is the state capital as well as the Richland County seat. With more than 800,000 residents across six counties, the greater metropolitan region (commonly referred to as the Midlands) has the second largest population in South Carolina. Columbia, the state's capital city, stretches across Richland and Lexington counties.

Education is paramount in the area, marked by several Blue Ribbon schools, many private schools and Universities. The flagship university for the state, The University of South Carolina, calls Columbia home and brings education, culture, arts and diversity to the city. The downtown area has been and is experiencing a robust revitalization.

Cultural, leisure, and sports options abound. The Columbia Museum of Art, Koger Center for the Arts, State Museum and Riverbanks Zoo and Garden (the state's number one tourist attraction) offer a myriad of activities. Lake Murray's 500 miles of shoreline plus the Broad, Saluda, and Congaree Rivers provide fishing, boating, rafting and canoeing options.

Over 50 golf courses and the favorable climate allow year-round golfing in addition to other outdoor activities. Columbia is home to a minor-league baseball team, the Columbia Fireflies. Southeastern Conference sports at the University of South Carolina offer the best in college spectator athletics.

Home prices vary from entry level to multi-million residences. Compared to the rest of the country, Columbia's cost of living is 10.4% lower than the U.S. average. Living options run the gamut including downtown areas such as Heathwood, Shandon, Forest Hills, and the University area. Northeast Columbia offers neighborhoods that include country club amenities such as Woodcreek Farms, Columbia Country Club and Wildewood. Lake

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Murray's extensive shoreline offers a large range of homes ranging from single family sites to single family subdivisions such as Spence's Plantation, allowing the homeowner to enjoy a resort type suburban lifestyle with executive style amenities. Lexington and Chapin have neighborhoods both on and off the water. One of the newest areas is the Saluda River Club along the Saluda River.

**Additional information on Columbia, SC:**

- <https://livability.com/sc/columbia/real-estate/8-reasons-to-move-to-columbia-sc>
- <https://www.bestplaces.net/city/south-carolina/columbia>
- <https://www.experiencecolumbiasc.com/visitor-info/>

**FOR CONFIDENTIAL CONSIDERATION, PLEASE EMAIL COVER LETTER AND RESUME TO ROBYN EZZELL AT [rezzell@fgp.com](mailto:rezzell@fgp.com).**