



**ALASKA BEHAVIORAL  
HEALTH ASSOCIATION**

Position brief for the position of  
Executive Director, Alaska Behavioral Health  
Association  
September 2022



## Opportunity Overview

The Alaska Behavioral Health Association (ABHA) is seeking a passionate and forward-thinking Executive who can guide the Association during a time of significant growth. The Executive Director will work collaboratively with the Board, staff, government bodies, partners and other key stakeholders to promote, advance and support behavioral health in the state of Alaska. Together with the Board, the Executive Director provides overall leadership, direction, coordination, and oversight of the organization and serves as the face of ABHA.

## Letter from the Board

We are building something impactful at the Alaska Behavioral Health Association. ABHA occupies a unique position to drive transformational change in behavioral health services and overall wellness in Alaska.

Absence of a full behavioral health continuum for Alaskans creates significant disparities and health inequity, immeasurable human suffering, as well as financial costs. Consequences of lack of access to care include decreased quality of life, homelessness, unnecessary institutionalization, criminalization of mental illness, suicide, substance use and related consequences, increased morbidity and mortality rates, and other poor health outcomes. Behavioral health needs have risen during COVID-19, adding further stress to a fragmented and stressed system. Lack of resources also result in overuse of acute and emergency care. This lack of coordinated care, data management, and investment in system restoration limits Alaskan's access to these critical services. The behavioral health provider community is comprised of passionate, experienced, thoughtful, and savvy individuals who have led their organizations through times of crisis, turbulence, and change. ABHA is an organization that supports these members in the critical services they provide to individuals and families on a daily basis.

ABHA is poised to grow as an organization and to elevate the voice of behavioral health in Alaska. Your work will include leveraging partnerships and expertise to drive effective policies and legislation and contribute to efforts to achieve parity in mental health and substance use disorder services in Alaska.

We are seeking an executive director to lead ABHA to meet the opportunities of this moment. We seek a leader who is entrepreneurial, visionary, collaborative, adaptable, innovative, and unifying. Our ideal candidate will have the experience, connectivity, and vision to make ABHA a high-performing and remarkable association, able to advance and elevate the role of behavioral health and whole person care so that all Alaskans will thrive.

Sincerely,

Renee Rafferty  
President, Board of Directors

Dustin Larna  
Vice President, Board of Directors

## About the Alaska Behavioral Health Association

The Alaska Behavioral Health Association (ABHA) is the trade association representing behavioral health providers in the State of Alaska. The Association was formed in 1996 to help improve the delivery of substance use and mental health treatment services in Alaska. Behavioral health services are a critical part of the overall well-being of Alaskans, made possible only through provider/member organizations. Trade associations have a unique role in promoting the business interests of the sector and contributing to the environment these businesses operate in. As a 501c6, ABHA has a key role in supporting the behavioral health provider community generally, as well as through Medicaid reform, responding to COVID, and addressing the needs of Alaskans. Trade associations represent the business interests of a sector through activities such as: information sharing, peer networking, education of members and the community, influencing the setting and maintaining of standards, giving voice to influence government policy, providing funding and business development opportunities, and ultimately benefiting consumers. ABHA is tasked with bringing together a diverse range of behavioral health service organizations within Alaska creating a unified voice for its more than 70 members. ABHA is committed to the growth of its members in delivering excellent care enhancing community well-being. ABHA's work helps its members achieve excellence in behavioral health and delivery of services enhancing behavioral, mental health and community well-being.

The Alaska Behavioral Health Association (ABHA) is proud of its diverse membership. Executive leaders from mental health and substance use treatment providers serving Alaskans from Ketchikan to Barrow, Eagle Village to Adak and all points in between have come together to help develop the best system of care possible to support people in their recovery. ABHA members serve infants, children, youth and adolescent, adults and the elderly. Members range from small community clinics to the largest mental health and the largest drug and alcohol treatment providers in the state. They provide clinic and rehabilitative services from prevention and early intervention services to acute, inpatient and residential care. ABHA's diverse membership share the common goal of continuously improving the quality, cost-effective, patient-centered behavioral health treatment services available to Alaskans.



## The Position

Reporting to the Board of Directors, comprised of nine (9) elected members, the Executive Director will oversee all administrative, operational, programmatic, functions of the organization with an annual budget under \$500k. This individual will work with the board to develop strategies to grow the organization in staffing and revenue, increasing the value of services to members and positive impact.

## Core Responsibilities

### Strategic Leadership

- Leads ABHA to carry out its mission, vision, and strategy in a passionate, compelling, collaborative and engaged manner.
- Create the annual strategic plan with Board, as well as operationalize the strategic plan by creating specific actions plans for each identified item in the plan.
- Responsible for articulating the association's mission establishing shared objectives for ABHA's members.
- Maintain current in shifting trends, evolution and changes within behavioral health services.

### Organizational Leadership

- Lead from a strategic standpoint as well as from an administrative operations standpoint.
- Develop for ABHA a clear road map for organizational growth including staff, budget, increased membership, influence and impact within behavioral health services, new and expanding resources to members, improved models of care delivery and increase in collaborative achievements with other organizations.
- Address the continual need for focus on innovative service delivery, revenue opportunities, strengthening the existing member engagement.
- Overall responsibility for the implementation of all activities and operations of the organization including staffing, financial solvency, government affairs, marketing, communications, public relations, education, data initiatives and Board of Directors meetings.
- Lead by example, able to draw out and leverage the best in others, exhibit effective relationship management skills, as a person of positive productive impact.

### Governance / Financial Stewardship

- Develop and maintain Board member engagement and utilization in order to provide proactive vision and direction to ensure organizational and financial strength, operational efficiency, proper reporting procedures and relevant processes and systems.
- Articulate a way to evaluate performance on duties through an annual member survey or other approach approved by Board.
- Work for the qualitative and quantitative growth of ABHA while maintaining and expanding its image as a perceived and acknowledged leader within behavioral health.
- Possess or develop an awareness of emerging trends and new opportunities for the benefit of the Association.
- Create and institutionalize a leadership succession plan.

## Member Engagement and Stakeholder Relationship-Building

- Continually invite member insights/perspectives, maintain strong governmental relationships.
- Effective relationship management across a range of stakeholders and professional constituents.
- Responsible for fostering positive relationships with external organizations.

## Communication

- Articulate consistent measurable achievement of its mission, strategic and financial objectives.
- Represent ABHA in an official capacity when interfacing with state and federal agencies, other trade associations, media, partners and stakeholders.
- Communicate information effectively to assist member organizations and building strong relationships with ABHA staff, Board members, ABHA members and other Alaska behavioral health organizations.

## Essential Qualifications & Competencies

### Minimum Required Education

- Bachelor's Degree required (*Master's preferred*)

### Minimum Required Experience

- A minimum 5 years' leadership experience with demonstrated management and solid business acumen
- Extensive understanding and experience in behavior health services
- A working knowledge of regulatory and compliance requirements that govern the delivery of behavior health service.
- Experience with legislative and system change advocacy; policy analysis and advocacy.
- Experience in strategic planning and budget management; project and program management, grants management, planning, and performance evaluation.
- Experience in building a culture of integrity, high performance, collaboration and professional development.
- *Preferred but not required: trade association experience*

### Minimum Required Skills

- Ability to communicate a clear vision that is compelling, accessible, and achievable.
- Possess a strategic mindset with a results and solution-based mindset.
- Skilled at identifying and leveraging opportunities to assist and support association members.
- Strong ability to listen; ability to have formal and informal productive conversations.
- Ability to build positive, purposeful and fruitful relationships at all levels within and outside of the organization.
- Ability to set the right tone and workplace culture.
- Ability to demonstrate genuine humility as it pertains to leadership behavior.

## The Ideal Candidate

The ideal candidate will be a forward-thinking, diplomatic, and positive leader with a demonstrated commitment and passion to driving change in community health and wellbeing. He/She/They will hold a bold and ambitious vision for what ABHA can be and has the personal ability to confront the complex realities of the current state of our behavioral health system and personal commitment to improve the system of care. The following list of attributes was developed from key partner and member interviews, board dialogue, and leadership assessment guidance.

### Leadership Skills

- Provide direction
- Align and unify organization
- Influence others
- Foster teamwork
- Motivate others
- Champion change- leadership transformation from immature to mature organization
- Work through and empower others
- Develop others

### Interpersonal Skills

- Build relationships-build purposeful, positive and trusting working relationships within organization and with external constituents
- Manage disagreements-manage conflicts to positive and growth outcomes
- Leverage networks
- Set the right tone and workplace culture

### Communication Skills

- Listen to others
- Foster open and authentic communication
- Deliver presentations
- Prepare written communication
- Speak effectively

### Administrative Skills

- Establish plans
- Set priorities

- Develop Systems and processes
- Detailed oriented
- Manage execution

### Organizational Strategy Skills

- Entrepreneurial risk taking and Start-up skills
- Financial acumen
- Commit to quality
- Focus on customer needs
- Manage organization's resources
- Industry knowledge

### Motivation and Personal Drive

- Drive for results and stakeholder success
- Demonstrate work commitment

### Thinking Skills

- Visionary and opportunity focus
- Systems thinking
- Think strategically
- Analyze and synthesize issues
- Use sound judgment
- Innovate

### Self-management skills

- Act with integrity
- Trustworthy, transparent and genuine
- Demonstrate adaptability
- Self-awareness of strengths, limitations and growth areas

## Location & Compensation

*Location:* The Alaska Behavioral Association is a remote organization, with no current physical office space. Ideally, the Executive Director would be located in Anchorage, AK, but other locations within Alaska will also be considered. The Executive Director is expected to actively and visibly participate in meetings and events in Anchorage, with twice annual member meetings in Juneau and Fairbanks.

*Compensation:* This is a full-time employed position, with competitive compensation and benefits package. The salary range for this position is \$120-160k annual base salary; where a candidate falls on this range is dependent on the candidate's experience and qualifications. The benefits include health insurance, paid time off, professional development, and opportunity to earn bonus incentive based on performance.

## How to Apply

### *How to Apply*

Please submit your resume and a cover letter outlining your interest in this role and send to Dr. Mark Johansson at [mnj6251@msn.com](mailto:mnj6251@msn.com).

### *Process*

The recruitment process includes an initial screening and interview by Dr. Johansson, followed by an interview with the board for the top selected candidates, followed by a leadership assessment and possible second board interview. It is the goal of the board to have the candidate selected by mid-October, therefore applications will be accepted on a rolling basis, with the first round reviewed after two weeks.

### *Contact Details*

For a conversation in confidence, please contact:

[mnj6251@msn.com](mailto:mnj6251@msn.com)

## About Hinshaw Consulting & Development

Hinshaw Consulting & Development is an Anchorage-based consulting company specializing in transformational change in the health and social services space. Sherrie Hinshaw, MS, and Mark Johansson, PhD are working to support the Alaska Behavioral Health Association through organizational development and this leadership transition. Dr. Johansson is the primary contact on this recruitment. Mark's mantra is 'helping others succeed'. He has over 25 years in organizational and leadership consulting, with the last decade focused on individual leadership development and selection assessment for key executive hires.

