Social Movement Director

**Organization:** Healthy Minds Innovations
**Location:** Madison, WI

Lead by Founder and world-renowned neuroscientist, Richard Davidson, HMI is an early-stage, non-profit, mission-driven organization focused on the dissemination of tools and services developed through research conducted at the University of Wisconsin-Madison and promoting well-being in the world. The Social Movement Director position is focused on creating a global shift in people’s hearts and minds to embrace the idea that well-being can be learned. The primary responsibility of the role is to design, execute and measure the impact of a social movement strategy based on research.

**Position Description:**
Reporting to the Executive Director, the Social Movement Director (SMD) is responsible for leading the development and execution of a social movement strategy aimed at changing behaviors that improve well-being.

The successful candidate must be entrepreneurial, a self-starter, an original and innovative thinker, results-oriented, skilled at project design and execution, and a team player. They must have a passion for people and the transformative power of skills that cultivate well-being. This position requires a strong servant-leader with solid experience building social movements and creating strategic relationships and partnerships.

**Responsibilities:**
The SMD is responsible for creating and executing a social movement strategy aimed at building awareness and changing behaviors that improve emotional well-being.

- Design and Develop the Social Movement Strategy
- Lead Execution of the Social Movement Strategy
  - Lead and manage the process, the plan and the team
- Measure, Monitor and Improve
  - Collect, analyze, interpret and publish results
  - Continue to iterate the plan
- Work with marketing and development directors to align marketing, communications and engagement plans with social movement strategy
- Manage relationships with influencers and partners critical to the social movement strategy
- Cultivate effective relationships with the board of directors, executive team and members of the advancement and scientific teams at the Center for Investigating Healthy Minds at the University of Madison, Wisconsin
Qualifications:

- Demonstrates passion for the Center’s mission to promote well-being and reduce suffering through a scientific understanding of the mind and embodies core values of integrity, respect, collaboration, continuous learning and gratitude
- Demonstrated success creating and implementing effective social change programs with measurable results; at least 5 years of experience in a senior role directing social change or a social movement
- Excellent relationship building skills with the ability to communicate and work effectively with a variety of stakeholders, with the highest level of professionalism, ethics, integrity, mutual respect and a value-added approach
- Demonstrated success supporting fundraising and development strategies
- Strategic thinker balanced with ability to execute
- Strong sense of urgency, results-orientation and accountability
- Ability to prioritize, be adaptable and flexible, and respond to unpredictable opportunities within a dynamic work environment
- Integrates current concepts and frameworks that support social movements including
  - Transformational learning
  - Systems change
  - Field Research and citizen scientists
  - Collective impact
  - Successful public health strategies
- Bachelor’s degree in related field or higher

Benefits:

- Full benefit package

Salary:

- Commensurate with Experience

How to Apply:

Send cover letter and resume to:

Chelsea Petersen
wellbeing@hminnovations.org
Healthy Minds Innovations

About Madison, Wisconsin

Time and time again, the city of Madison, WI has topped many "best cities" lists, which to those of us who live here, comes as no surprise. Though brimming with the amenities one would expect of a capital city - excellent restaurants, cultural diversity, live music, festivals, art galleries and museums - Madison seamlessly retains its medium-size city charm. Coffee shops greet you at every turn, bikers share the road and the energy from the University of Wisconsin-Madison reverberates throughout the town. Madison is uniquely situated between two lakes, Lake Mendota and Lake Monona, whose existence influences culture and activities around the city, from days spent enjoying local bands at the Memorial Union Terrace lakeside to the IronMan Triathlon event held each year. Iconic State Street draws you in with its variety of offerings, one of a kind items and local food trucks. Eclectically enticing, Madison never fails to provide one with opportunity, excitement and a sense of community.