

The Rosalynn Carter Institute for Caregivers is seeking a temporary full-time Engagement Strategist to be a thought leader, provide strategic counsel, and partner in the execution of its inaugural strategic initiative focused on the private sector and caregivers.

Who We Are

The mission of The Rosalynn Carter Institute for Caregivers (RCI) is to promote the health, strength, and resilience of family caregivers at every stage of their journey. Our primary focus is on the unpaid or informal family caregiver: those individuals who respond to a need for care of a relative, friend, or loved one. While many caregivers do not self-identify, if you provide support such as errands and grocery shopping, wound care and prescription management, or cooking, cleaning, and personal care at home – you are a caregiver.

Addressing the full scope of challenges and complexities of family caregivers demands collaborative solutions, a systems-oriented approach, and identifying caregiving as a public health issue. RCI invites foundations, employers, caregiver advocates, policymakers, payers, and health care providers to join us in the work of exploring solutions to support the family caregiver. Caregiving is a complex challenge, with countless angles, and will take all of us, working together, to address it.

The Opportunity:

The Rosalynn Carter Institute for Caregivers (RCI) is launching a new and dynamic engagement with employers designed to harness the private sector as a catalyst in developing and advancing effective supports for employee caregivers. The goal of the initiative is to develop effective private and public sector supports to address the challenges that an increasing number of people, due to unprecedented demographic change, will face balancing work and care. The initial activities of the strategy will include filling in critical gaps in knowledge through commissioned quantitative and qualitative research, strategic communications, and employer engagement.

While the COVID-19 pandemic complicates the ability to garner employer attention, the past year has forced an unprecedented exposure into the complexities and challenges that employees face, sometimes daily, to be present, engaged, and productive at work while simultaneously juggling caregiving responsibilities. Employers now have a heightened and more nuanced awareness of how providing care influences employee health and stress and thereby can affect costs and productivity. This presents an opportunity to focus employers on both their role in developing effective supports for their workforce and deepening their understanding of the gaps and weaknesses in the broader structural context of care – in other words, to broaden the lens through which employers consider and evaluate workplace supports. *Employers cannot solve for all challenges inherent in work and care and their investments in employee caregivers will not be fully leveraged by status quo public policies.* This initiative recognizes that in the current political environment employers have been

critical to advancing policy change (e.g, CARES Act, American Recovery Act), and that an array of stakeholders from customers to employees to investors are looking for C-suite leadership.

Who you are and keys to success:

Strategist's mind: You quickly grasp the subtleties of complex issues and identify patterns in challenges. You develop insightful, pragmatic, equitable ways to tackle common challenges and produce positive change. You have a successful track record of taking a concept from idea to implementation.

Relationship-building: You develop and maintain strong, collaborative working relationships internally and externally with a diverse set of stakeholders and can bring in allies and other partners. You know how to build alliances and find points of opportunity and engagement even when there are competing interests.

Drive to achieve results: You have a track record of accomplishing ambitious goals and getting results even when there are obstacles. You set a high bar and meet it, because you think several steps ahead to anticipate challenges and come up with viable solutions. You plan backwards and involve stakeholders appropriately.

Inclusive leadership and management: You approach leadership with a mindset of “power with” rather than “power over” and regularly include others in decision-making. You have experience managing multiple projects and keeping tasks from slipping through the cracks.

Commitment to racial equity and justice: You recognize the role of race, income, age, immigration status, and other identities in shaping labor force participation experiences and opportunities and bring that awareness to this initiative. You recognize how your own identities show up in the work, and welcome, reflect on, and act on feedback with an eye toward continuous learning about race, ability, and other lines of difference.

And a strong commitment to RCI's [mission and strategic vision](#).

If you were here right now, you would be:

- Assisting in crafting a value proposition for employer engagement
- Developing a targeted list of employers for outreach and engagement along with communications and marketing materials
- Providing high-level consultation on the mechanism(s) for employer engagement
- Assisting with the development of a strategic communication plan over the first year of the initiative
- Assessing whether employer engagement on care system policy change is viable during the inaugural year

PO Box 647 • Americus, GA 31709

Key Responsibilities:

- Provide high-level strategic counsel in building out, executing, and adjusting as appropriate RCI's inaugural strategic initiative focused on employers as powerful agents of change
- Work with the Senior Director, Strategic Initiatives to collaboratively develop and implement a comprehensive strategic plan to grow and deepen RCI's relationships with the private sector to expand effective supports for employee caregivers, pilot and evaluate culture change initiatives, and engage in meaningful and enduring public policy reform
- Build a cohort of diverse employers across size, sector, geographic location, and a mix of occupational classifications committed to strengthening, experimenting, and expanding effective caregiver supports within their workforce and engaging in public policy reform
- Develop and manage relationships with allies and other strategic partners
- Develop and maintain subject matter expertise on caregiving, labor force participation, and the care system and contribute as an expert to external information requests to further inform the public and increase the stature of RCI's work and mission

Key Skills and Experience

- Familiarity, experience, and enthusiasm for engaging the private sector towards specific goals
- Highly collaborative with the ability to identify points of opportunity across the organization to advance the goals of the employer initiative
- A proven ability to shepherd the development of strategy and engagement plans into clear action steps and execution
- Ability to write or prepare high-quality reports, white papers, issue briefs, and presentations for public, corporate, and stakeholder audiences based on analysis and research insights
- Strong project and resource management skills with the ability to communicate across the organization and identify points of leverage between policy, program, and strategic initiatives
- Ability to be self-directed with keen attention to detail and accuracy

What Else You Should Know

Ideally, we would like someone onboard by June for a nine-month time period and, contingent upon ability to secure future funding, this role may be converted into a permanent full-time position with RCI.

ROSALYNN **FOR**
CARTER **CAREGIVERS**
INSTITUTE 

PO Box 647 • Americus, GA 31709

To Apply

Please submit your resume or CV and cover letter to Karl Bond at karl.bond@rosalynncarter.org. Applications will be considered until May 21, 2021.

RCI is an Equal Opportunity Employer

We strongly value the leadership of people of color, LGBTQ individuals, and other traditionally marginalized communities, including caregivers, and encourage diverse candidates to apply.