



Position Specification

Population Reference Bureau
President and Chief Executive Officer

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Our Client

The Population Reference Bureau (PRB) is a nonpartisan, not-for-profit research organization focused on expanding the knowledge base to improve people's well-being through evidence-based policies and practices. For nearly a century, PRB has used population data to understand the dynamics shaping our world. PRB staff analyze data, translate research, and share information widely to ensure it reaches an extensive range of audiences from government officials to researchers, media, advocates, and the public. PRB's ability to reliably analyze and effectively communicate population data for critical topics such as climate adaptation, equity, and aging has positioned the organization as a valued partner and resource for those working at all levels and in all areas of the world. PRB has earned an irrefutable reputation for providing reliable unbiased information in the service of the well-being of the world's people.

Strikingly it is PRB's commitment to providing information that can be put into action that sets it apart. PRB leads at the nexus of providing public policy makers, the media and the public with analytical capacity and results, and by effectively communicating this information to meet users' needs. The organization advances efforts to ensure policymakers in the United States and internationally rely on solid evidence when creating policies that impact people's well-being. PRB empowers advocates through trainings and workshops that allow them to transform data into action. With PRB's expert analytic capacity and support, U.S. and international organizations working on a wide range of critical challenges that require information on population structure and dynamics, are better equipped to succeed in their work. PRB also informs the public through its content-rich website and with innovative publications and products, such as the World Population Data Sheet and web-based interactive programs, which make information on all facets of population accessible to a wide audience.

Just as populations constantly change, so does the environment in which PRB operates. Recognizing and acknowledging these trends, PRB embarked on a nine-month process in 2022 to develop a new strategic plan which required the organization to evaluate who they are, how they operate, and the organization's role in leveraging the power of data to make a positive difference in the world. The discussions undertaken to develop the strategy inspired the organization to increase the impact and relevance of PRB's work by experimenting with new approaches, taking risks, incorporating diverse perspectives, and learning from the organization's previous successes and mistakes. As is the case for all strategic plans, the current plan is a living document that will be modified to respond to changes in the environment and internally. The plan presents a sound foundation on which the new President and CEO can adapt and develop PRB's future work.

PRB is trusted and funded by private foundations, government agencies, and individual donors, and the organization frequently collaborates with other nonprofit entities and universities. To these partnerships, PRB brings broad expertise and innovative, cost-effective approaches to analysis, information sharing, capacity building and up-to-date media communication. With over 50 dedicated and highly capable staff members, an annual operating budget of \$12 million and a new headquarters in Washington, D.C., PRB is well-positioned for continued evolution, growth, financial sustainability and continued impact and relevance in the years ahead.

The Role

Reporting to, and working closely with, the Board of Directors, the President and Chief Executive Officer (CEO) will provide executive leadership and strategic direction as well as overall programmatic, operational and financial management for PRB, in accordance with the organization's mission and principles. The CEO will be charged with leading PRB during a time of increased misinformation when reliable, unbiased data is even more crucial to the well-being of people around the world. The CEO will be charged with strengthening what has been a highly regarded, trusted and impactful nonpartisan, not-for-profit research organization and ultimately be accountable for ensuring PRB is well positioned to increase the impact and relevance of its work by experimenting with new approaches and taking well

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informed risks. The CEO will be responsible for ensuring that PRB remains a trusted source of unbiased analysis and information.

It will be the CEO's responsibility to safeguard and strengthen the organization's position and ensure PRB continues to fulfill its mission for future generations. The CEO will be responsible for ensuring ongoing programmatic operations through successful fundraising of both program-specific and unrestricted funds.

In partnership with the senior leadership team, the CEO will drive a continued focus on the financial health, operational excellence and inclusive management, analysis and dissemination of quality unbiased data, and the long-term sustainability of PRB. The CEO will set the tone for the organization and lead by example, painting a compelling picture of a future that inspires, encourages, and motivates and involves staff at all levels. The CEO will ensure that PRB's activities and programs continue to meet the highest standards of ethics and transparency and actively support, engage, and promote opportunities for continued professional development of all staff members, allowing everyone to fulfill their maximum potential.

The CEO will serve as a key spokesperson for PRB and cultivate strong relationships with funders, public officials, community leaders, the nonprofit, government, and business sectors as well as other critical stakeholders, and take an active role in highlighting PRB's capabilities as a trusted resource for insights on population data and the impact of population structure and dynamics on all aspects of life. Leveraging a combination of deep integrity, passion, strategic vision, innovative futuristic thinking, operational stewardship and change management principles, the CEO will establish and implement a path for success that will advance PRB's mission and continue to move the organization forward as an irrefutable source and partner for reliable unbiased information.

Principal Duties and Responsibilities include:

- Provide vision and leadership in using population data to inform complex and pressing challenges in the U.S. and internationally including those related to health, the economy and the environment, and work with senior staff to build organizational impact and strengthen capacity across the organization, its staff, the domestic and international programs and the Board of Trustees.
- Lead PRB's business strategy and donor engagement, including using a strong understanding of the funding environment and corresponding opportunities to nurture and expand existing relationships, cultivate new funding sources that are consistent with PRB's mission and guiding principles, and secure funding commitments.
- Communicate PRB's mission and work products to key audiences and stakeholders through the promotion and dissemination of the best thinking conveyed in print and electronic media, to ensure that the organization remains at the leading edge of the provision of population related information.
- Lead PRB in prioritizing, cultivating, and implementing a program of work that supports its mission and ensures access to objective data worldwide, while protecting and enhancing PRB's reputation and brand.
- And convene leaders across the field to exchange state-of-the-art knowledge and to build understanding and effective communication about population issues reinforcing PRB's position as a leader in the field.

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Reporting Relationship

- Reports to:
- PRB Board of Trustees
- Direct Reports:
- Vice President, International Programs
 - Vice President, U.S. Programs
 - Chief Financial Officer
 - Associate Vice President, People & Culture
 - Director, Communications & Marketing

Location: PRB's new headquarters is located in the Dupont Circle neighborhood in Washington, DC. Relocation to the greater Washington area is required for this position.

Candidate Profile

PRB is seeking a dynamic, passionate, strategic and operationally savvy leader with intellectual breadth, and practical research and program experience within the nonprofit, government or business sectors. This individual will have a demonstrated capacity for providing strategic organizational leadership and outstanding interpersonal skills. The ideal candidate will have a sophisticated understanding of how population dynamics inform and impact social, economic, and environmental policy issues and be widely respected and recognized for their thought leadership at the highest levels. In addition to their technical expertise and reputation, the successful candidate will demonstrate the ability to build and foster relationships with private foundations, government agencies, and individual donors, as well as peer nonprofit organizations and the academic community to secure both program-specific and unrestricted funding to support programmatic operations. This individual will have a track record of building bridges and developing relationships in a variety of settings with diverse constituencies, as demonstrated through a broad and deep professional network.

With an agile, nimble, inclusive and action-oriented leadership style, an ideal candidate will have proven success in leading through vision, communication, inspiration, and action. This individual will be capable of serving as a credible ambassador for the organization, whether it be to the World Economic Forum or in someone's living room.

The successful candidate will have the capacity to direct and motivate a staff of high caliber professionals and the capacity to lead a complex organization into its next era of visibility. The successful candidate will be capable of pursuing innovative solutions and making bold yet well-informed decisions that will ensure the organization continues to be well positioned to deliver on its mission.

In terms of the performance and personal competencies required for the position, we would highlight the following:

Passion and Shared Values: The successful candidate will have a passion for harnessing the power of population data to inform and advance solutions to critical issues facing our world to improve the well-being of people globally.

Strategic Vision: The successful candidate will have a demonstrated record of setting priorities and leading organizations to success. They will be a strategic thinker who will work with the organization's senior staff and Board of Trustees to establish plans and methods to achieve its mission while providing the strategic direction necessary to evolve the organization. This individual will have demonstrated an interest in unconventional, creative, results-oriented thinking and will be capable of working with others to develop multifaceted strategies to address disparate audiences, cultures, and political contexts. They will be able to articulate an inspiring vision and identify an actionable agenda that includes aggressive yet realistic goals to spur change, keeping the organization ahead of the curve. The successful

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candidate will have experience in using best-in-class benchmarks to measure impact and drive institutional accountability.

Organization Management and Leadership Style: An innovative, broad thinker, the successful candidate will bring a consistent track record of empowering, motivating, and mentoring a highly skilled team, building a strong and cohesive organizational culture, and providing meaningful oversight of financial assets. They will have the capacity to effectively collaborate with multiple constituents including a Board of Trustees. Committed to cultivating an empowered, and efficient organization, this individual must be an involved and inclusive leader who can readily set strategic direction for the organization, prioritize, and define clear goals for staff and manage performance toward achievement of those goals. The successful candidate will be an inspirational leader who embraces a culture of openness, transparency, and mutual respect, believing deeply in the distinctive promise of differentiated individuals. They will bring a demonstrated ability to recruit, cultivate, support, and retain talent – with a strong commitment to diversity and inclusion.

Communication and Fundraising: The successful candidate must be a decisive, strategic leader, possessing outstanding interpersonal skills and the ability to mobilize and empower others to achieve a common goal. This individual will be an inspiring communicator who can articulate PRB's vision and direction to a wide audience as well as being effective one-on-one. Persuasive and trustworthy, the ideal candidate will have the ability to connect with, secure resources from, and build partnerships with government policy makers, corporate leaders, partners, social scientists, other NGOs, donors, Trustees and staff. This individual will have a demonstrated ability to fundraise effectively with existing international and domestic donors, while establishing new donor partnerships to diversify funding streams.

Technical Experience: The successful candidate should have sufficient training and experience in demography or the use of population data to be able to guide the organization's work and to represent the work of the organization to partners, funders and the media. The ideal candidate will bring extensive experience with policy makers addressing the substance of on-going and emerging issues related to population in international and domestic arenas, and acumen in identifying their information and support needs and how best to meet them. This individual will ideally have experience working directly with government agencies both in the U.S. and in developing countries.

Interpersonal Acumen: The successful candidate will be a person of the utmost personal and professional integrity. They will possess the right combination of self-confidence balanced with humility and a healthy sense of humor. This individual will be gracious in manner and comfortable in a wide variety of settings. They will be confident enough to hire and retain strong, intelligent staff members and possess a grounded understanding of their own strengths and weaknesses.

Judgment: The successful candidate will have the demonstrated ability to make timely and clearly communicated decisions and to appropriate risks to achieve results. Likewise, they will be thoughtful in ensuring they are deploying resources in a way that maximizes outcomes aligned with the organization's mission and vision. This individual will listen to and learn from key stakeholders inside and outside of the organization and as such be an inclusive, while also independent thinker, who can manage ambiguity and devise solutions even when a clear path is not evident.

Experience, Education and Capabilities

- Baccalaureate degree required, with advanced degrees in demography and other related disciplines desirable.
- Sufficient experience working with population data to be able to guide the work of the organization and to present it to multiple audiences.
- Progressive senior leadership experience operating within the nonprofit, government or business sector.
- An understanding of the on-going and emerging issues in population in international and domestic arenas.

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- Experience working directly with international and/or domestic government agencies.
- Proven ability to conceive, validate, communicate, and implement an effective vision, strategy, and goals and objectives over a multi-year timeframe.
- Solid financial acumen with a history of previous P&L responsibility.
- Demonstrated success in fundraising and achieving financial stability through diversification of funding sources.
- History of working collaboratively with a wide range of internal and external stakeholders from diverse cultural, professional, organizational, and functional backgrounds and building strategic partnerships with synergistic organizations.
- Established ability to communicate complex information to a wide range of audiences from government officials to researchers, media, advocates, and the public in a clear, concise, and persuasive manner.
- Dexterity and creativity in navigating ambiguity and effectively initiating and creating change and organizational improvement.
- Ability to appreciate and collaborate with a wide range of internal and external stakeholders from diverse cultural, professional, organizational, and functional backgrounds.
- Ability to work effectively in partnership with a Board of Trustees.

Setting and Executing Strategy

- The ability to create and articulate an inspiring vision for PRB, demonstrating expansive, inventive thinking in seeking innovative approaches to complex problems.
- An entrepreneurial and creative approach to developing new, innovative ideas that will continue to evolve the organization with the changing world.
- The ability to effectively balance the desire or need for broad change with an understanding of how much change the organization is capable of handling, to create realistic goals and objectives, and create and implement plans that are achievable and successful.

Executing for Results

- The ability to set clear and challenging goals while committing the organization to improved performance, tenacious and accountable in driving results.
- Someone who is not afraid to take informed risks after seeking necessary information and input from others to foresee possible threats or unintended circumstances from decisions.
- A leader who is viewed by others as having a high degree of integrity and forethought in their approach to making decisions; the ability to act in a transparent and consistent manner while always considering what is best for the organization.

Leading Teams

- The ability to attract and recruit top talent, motivate the team, delegate effectively, celebrate diversity within the team, manage performance and hold everyone, including themselves, accountable; committed to professional development and career paths for all staff and widely viewed and effective as a strong developer of others.
- The ability to persevere in the face of challenges and exhibit a steadfast resolve and relentless commitment to higher standards, which commands respect from followers.
- A leader who is self-reflective and aware of their own limitations; leads by example, thrives on interacting with team members in the field, and drives the organization's performance with an attitude of continuous improvement by being open to feedback and self-improvement.

Relationships and Influence

- Naturally connects and builds strong relationships with others, demonstrating strong emotional intelligence and an ability to communicate clearly and persuasively.

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- An ability to inspire trust and followership in others through passion in their beliefs, and active drive.
- Creates a sense of purpose and meaning for the team that generates followership beyond their own personality and engages others to the greater purpose of PRB as a whole.

Contact

Danielle Lafhaj

Russell Reynolds Associates
1700 New York Avenue, NW, Suite 400
Washington, DC 20006-5208
Direct: +1-202-654-7841
Mobile: +1-480-861-6797
danielle.lafhaj@russellreynolds.com

Jamie A. Hechinger

Russell Reynolds Associates
1700 New York Avenue, NW, Suite 400
Washington, DC 20006-5208
Direct: +1-202-654-7839
jamie.hechinger@russellreynolds.com

Tory Clark

Russell Reynolds Associates
999 Peachtree St., NE, Suite 2700
Atlanta, GA 30309-4521
Direct: +1-404-880-5184
Mobile: +1-423-280-1475
tory.clark@russellreynolds.com