

Position Profile

On behalf of our client, Healthy Building Network,
CohenTaylor Executive Search Services
is conducting a retained executive search for its

Chief Communications & Marketing Officer



Healthy Building Network Fast Facts

- An entrepreneurial organization; combining research, education, social justice, collaboration and science-based solutions to improve human and environmental health.
- Founded in 2000.
- Current budget of \$2.25M.
- 14 current staff members based in the Minneapolis, St. Paul, San Francisco, Washington DC, Maine, Vermont, and Indiana.
- Current partners include Google, Harvard University, and Enterprise Community Partners, among others.
- HBN research is building the capacity of scientists, manufacturers, architects and others to select green chemistry and healthier product options
- HBN chemical hazard data platforms are used globally by researchers, scientists, product R&D staff, etc.
- HomeFree, a national program supporting the affordable housing sector, is our latest market expansion.
- MN's Environmental Initiative recently awarded HomeFree an Honorable Mention for Environmental Innovation.

For more information visit the Healthy Building Network website at:
<https://healthybuilding.net/>



HBN Mission:

To advance human and environmental health by improving hazardous chemical transparency and inspiring product innovation.

HBN Vision:

All people and the planet thrive when the environment is free of hazardous chemicals

HBN Values:

Collaboration, Equity, Excellence, Independence, Innovation, Transparency, Trust, Science-Based

The Organization

Healthy Building Network (HBN) is a globally impacting non-profit who believes that a healthy, sustainable world is possible: A world where the spaces in which people live, work, and play help them breathe easy, think clearly and feel more creative. Where all children thrive in schools, playgrounds and homes free of chemicals that harm developing bodies and minds. HBN imagines a future when our collective health soars because of we are surrounded by healthier products.

They believe that a new generation of manufacturers and product developers is already among us: Visionaries committed to creating healthy, long-lasting, and renewable materials.

Network is in their name due to their highly collaborative approach -- understanding issues and co-creating solutions with those most impacted by the problems. Stronger together.

HBN intends to change the world. Come join them!

“The connection between health and the dwelling of the population is one of the most important that exists.”

-Florence Nightingale



How HBN Works

Since 2000, HBN has defined the leading edge of healthy building practices that increase transparency in the products industry, reduce human exposures to hazardous chemicals, and create market incentives for healthier innovations in manufacturing.

HBN's team of researchers, engineers, scientists, building experts, and educators pursues their mission on three programmatic fronts:

1. **Independent Research & Policy** — Uncovering cutting-edge information about healthier products and health impacts,
2. **Robust Data Tools** — Gold standard chemical hazard data repository, that ensure product transparency and catalog chemical hazards, and
3. **Education and Capacity Building** — Fostering others' capabilities to make informed decisions

Each of these is designed to provide actionable ideas and information that improve health for everyone. Within this framework, HBN employs five interrelated and mutually reinforcing strategies that together form a path to health.

A PATH TO HEALTH

HBN works to reduce toxic chemical use, minimize hazards, and eliminate exposure to chemicals of concern, especially those deemed unnecessary. They promote the development of affordable green chemistry solutions that support a healthy, successful, and circular economy. Through the following path to health:

- Build Capacity for Informed Decisions
- Drive Market Demand and Adoption
- Increase Transparency & Public Disclosure
- Reduce Chemicals of Concern Use
- Decrease Exposures to Toxic Chemicals

HBN is driving innovation through information.

Why Buildings?

Building products are a particular focus of HBN's work, due to the sheer volume of material they represent and our day-to-day interactions with them. We spend 90% of our time indoors, intimately exposed to the chemicals that migrate from our built environment.

The spaces in which we work, live, and play have an enormous impact on our health and productivity, so what we build with matters. It matters for our health; especially for the people within the manufacturing supply chain, construction trades, and facilities management whose jobs require constant exposures to products and chemicals. It matters for climate change mitigation; for our rivers and lakes, our agriculture, and our planet. All of these are increasingly polluted with toxic chemicals as a result of status quo building practices.

Social Justice

Demanding and specifying healthier materials makes a difference throughout the entire system, and HBN works to ensure that these health benefits are accessible to all. Evidence increasingly shows toxic chemical exposures may be costing the US billions of dollars and millions of IQ points, while disproportionately impacting the health of children, communities of color, low-income families, and other vulnerable populations.

According to Dr. David Bellinger, a professor of neurology at Harvard Medical School, "Children are being exposed to unrecognized toxic chemicals that are silently eroding intelligence, disrupting behaviors, truncating future achievements, and damaging societies." For example:

- Chemicals that are prohibited from children's products are ubiquitous in the floors, carpets, artificial turf, playground surfaces, and furniture they interact with just as intimately as they do with their toys, clothing, or personal care products.
- Marginalized communities are likely to be exposed to higher levels of toxic pollution, and often host manufacturing facilities that are sources of hazardous emissions.

Achievements

Through a collaborative, cross-sector approach, HBN has achieved large scale, high impact and systematic reductions in toxics hazards. One example of this is HBN's work to eliminate arsenic from pressure treated wood and phthalates from vinyl flooring. In 2017, The Home Depot acknowledged HBN's role in crafting their chemical strategy that eliminated 12 chemicals from the carpets, paints, vinyl flooring, and fiber glass insulation that they sell.

HBN has inspired and led the movement with a series of "firsts" that are transforming products. These include the first health-based materials credits adopted by LEED, part of the team that developed the first standard format for disclosing product content and health hazards (the HPD, Health Product Declaration), the first and most comprehensive database of chemical hazards in building products (Pharos Project), and the first thorough analysis of toxic hazards in recycled content and solutions for removal.

“We shape our buildings; thereafter they shape us.”

- Winston Churchill

HBN's Work

Research

Rigorous, independent, science-based research is the core of our work and what sets HBN apart. It is the foundation of all that we do. This research and data underpins all of our various education, resources, and tools.

HomeFree

HomeFree is a national initiative supporting affordable housing leaders who are improving human health through the selection of healthier products. Though all people are impacted, low-wealth communities are disproportionately exposed to chemical hazards on the job, in their neighborhoods, and within their homes. HomeFree provides tools and educational resources that create a big health impact.

Pharos

Pharos is the most comprehensive independent database of chemicals, polymers, metals, and other substances — currently at 140,000 records and counting. Using dozens of scientific lists for specific human and environmental health hazards, it aggregates a vast array of information used for analyzing chemicals of concern. The tool also provides a wealth of information on certifications and standards used to measure the health impacts of building materials, including VOC content and emissions, recycled and bio-based content, and much more.

Data Commons

The Chemical Hazard Data Commons is a tool to help scientists, researchers, and product innovators identify problematic chemicals and collaborate to find safer alternatives. With an active community forum and an ever-expanding library of substances — built on HBN's powerful Pharos database — the Data Commons is more than just a new way to search for chemical information. It is a shared, dynamic space that fosters ideas, dialogue, and a future where products free of chemical hazards are the norm and accessible to everyone.

MaterialWise

MaterialWise is a program that HBN fiscally sponsors. They are a value chain collaboration to advance better chemistry in the course of product design and manufacturing by providing cost-efficient access to current, verified, actionable, chemical hazard data. They are launching their work in the clothing industry with expectations to grow into other sectors.

“

HBN's research has enabled us to identify building products that align with our values of transparency in the market as well as optimize human and environmental health.”

- Mary Davidge

Director of Global Design, Real Estate and Workplace Services
Google

The Role

Imagine a world free of hazardous chemicals, where people and the planet thrive. Healthy Building Network is on a path to creating just that, and to get there, they are seeking a Chief Communications and Marketing Officer (CCMO) to define, articulate and amplify their story and brand.

Over the next three years, HBN is positioned to double in size and diversify their scope to meet the rapidly expanding demand in the human and environmental health space. A paramount time to join their growing team, this CCMO will help clarify and articulate HBN's mission to fuel the research, tools and solutions that inspire innovation toward healthier building products, resulting in healthier lives.

HBN is seeking an innovative and creative communications and marketing leader who will help ensure that HBN is communicating effectively with a variety of constituents, using a broad range of media to generate widespread understanding, engagement, and financial support for HBN's vision. The CCMO will shape, nurture and grow effective and inclusive communications and marketing programs, using new as well as traditional platforms and strategies to showcase the HBN Mission. The CCMO will play a critical role in HBN's growth strategy through strengthening the HBN brand, extending and expanding knowledge of the HBN mission. In addition, this CCMO will create scalable processes that ensure best practices in the development, integration, and implementation of a broad range of communications and marketing activities to enhance the strategic direction and brand reputation of HBN.

As a hands-on member of the senior leadership team, the CCMO will be responsible for setting strategy, while also building out the communications and marketing department as organizational growth demands.

CCMO Core Responsibilities:

- Mature and manage HBN's brand and reputation. Work with the full organization to ensure consistency and inclusivity of messaging and proper management of brand assets.
- Provide strategic oversight of HBN's website and all digital assets.
- Develop branding initiatives, internal and external communications.
- Create and launch press releases, marketing campaigns, and funding initiatives.
- Produce primary communications including an annual report, newsletters, marketing, collateral materials, video, and electronic communication including HBN's website and news media.
- Create rich and creative content that is optimized for audience and search engines.
- Understand value proposition for our partners and customers, and effectively market our services and products.
- Secure, maintain and grow strong relationships with HBN's partners and media to highlight our work and our solutions to pressing global challenges.
- Engage with the CEO and Founder/Board President to craft and execute a successful fundraising strategy and achieve strong results.

Critical Attributes and Competencies for Success

- **Visionary Leadership:** Focus on efficiency, effectiveness, innovation and continuous improvement with demonstrable results. Ability to think both tactically and strategically to develop and improve messaging and expand key audiences. A desire to actively engage in mentorship and development of staff. Ability to recruit, motivate, and retain a high-performance team.
- **Relationship Builder:** Exceptional relationship builder, internally and externally, with colleagues, funders, stakeholders, and staff. Accessible and responsive with the ability to provide the highest level of customer service. Interact effectively with people at all levels of the organization and a diverse array of external parties.
- **Creativity and Innovation:** Broad vision of the future of communications and marketing and assertiveness in taking risks and presenting and selling ideas, combined with an advanced sensitivity to the values and

expectations of others. Thoughtful and well-articulated understanding of the competitive and ever-changing national and international communications and marketing environment.

- **Accountability and Initiative:** Takes personal responsibility for the quality and timeliness of the work and digs in as needed to ensure results achieved. Focuses on desired outcomes and how best to achieve them in order to get the job done. Recognizes situations that warrant initiative and moves forward without hesitation; reasonably resolves issues, problems, or situation.

The Ideal Candidate

The ideal candidate is a non-profit and/or business professional with proven experience and demonstrable success in leading communications, marketing and/or fundraising within an organization. While no one candidate will have all the criteria enumerated below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- Demonstrated success in the **shape, nurture, and growth** of the communications and marketing dept
- A **visionary and forward-thinking leader**; to develop and launch the go-forward strategy for HBN's communications and marketing function
- A **builder**; to develop structure, procedure and best practices within the communications and marketing function; with a goal of expanding the team in the future
- An **innovative and entrepreneurial leader**; with a creative mindset to challenge the status-quo and explore new channels in the human and environmental health space
- A **thought-leader** and captivating **storyteller**, to narrate HBN's journey in a way that expands their reach and drives greater impact
- A **focused leader** and **project manager** – to manage the day-to-day operations of the communications and marketing function; an ability to fly high and low as a leader
- A leader who will use their **passion and conviction** for human and environmental health to fuel **disruption** in the market, driving greater awareness and impact; a trailblazer
- Knowledge of **product strategy**; to understand and identify HBN's audience and their needs
- An ability to **build external partnerships** – to both develop and leverage relationships in the market
- Demonstrates **stewardship**, by rolling up their sleeves and ensure the work gets done

Minimum Qualifications

- Bachelor's degree in a related field
- Demonstrated ability to creatively manage a budget and resources
- Successful record of publications and/or high-visibility media placements
- Effective marketing history
- Successful experience working in virtual office environments

Location & Work Arrangement

HBN is a nationally distributed organization, with staff working remotely from home or cooperative workspaces.

HBN is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, ethnicity, religion, gender, sexual orientation, age, marital status, or disability.

For more information or to send your credentials, please email info@cohentaylor.com

All inquiries will remain confidential.

