



COALITION OF OKLAHOMA BREASTFEEDING ADVOCATES (COBA) Position Description

Job Title:	Executive Director
Position Type:	.75 FTE
Location:	Oklahoma City Remote with weekly/as needed in-office required
Reports to:	Chair, COBA Board of Directors

The Coalition of Oklahoma Breastfeeding Advocates (COBA) is currently seeking candidates for the position of Executive Director. Established in 2000, COBA is a 501(c)3 nonprofit organization. **Its mission is to promote, protect, and support breastfeeding in Oklahoma. COBA's vision is a state where all children have access to human milk, and core values include respect and compassion; inclusion and diversity; family empowerment; and evidence-based practice.** The 2025 strategic planning session identified the following goals for the next few years:

Breastfeeding Protection/Promotion/Support

1. Expand Breastfeeding-Friendly designations across Oklahoma

Partnerships

2. Create alliances with new partners
3. Expand alliances with current partners

Organizational Stability

4. Improve financial stability of organization
5. Become a data-driven organization

For more information about COBA please visit our website: www.okbreastfeeding.org

Position Summary

The Executive Director (ED) will provide leadership, strategic direction and vision for the development and achievement of the organization's mission in partnership with the board of directors. The successful candidate will guide COBA through the implementation of its strategic goals. The ED advises, recommends, and assists the board of directors in the formulation of policies governing the Coalition and directs day-to-day operations.

The Executive Director works with staff and the board of directors to:

1. Carry out the mission of the organization
2. Responsibly manage COBA's human, material, and fiscal resources
3. Position COBA as a leader in the breastfeeding field in Oklahoma

Responsibilities

Board of Directors Relations

- Collaborate with the board to generate sufficient funds to meet the organization's budgetary goals and needs.
- Collaborate with the board to develop short-term and long-term priorities, goals, and tactical plans to promote growth of the coalition.
- Keep the board informed of trends or legislative activities that affect the work of the coalition.
- Serve as an advisor to the board and governance committee, help institutionalize a diverse board membership.

Financial Responsibilities

- Maintain strong relationships with existing funding sources and generate new and diversified funding sources.
- Work with the finance committee and staff to develop, monitor, and adhere to annual budget
- Ensure the financial health of the organization by employing sound fiscal management and providing strategic financial input and leadership on key decisions.

Administrative Responsibilities

- Lead and motivate a high-performance staff and volunteer team
- Attract, recruit, and retain/release staff as needed or as funding allows
- Ensure corporate and legal responsibilities are fulfilled
- Articulate and initiate the development, implementation, and communication of effective growth strategies and processes
- Work with COBA supporting committees to utilize appropriate messaging platforms to inform members, partners, policymakers, and the public

Advocacy and Collaboration

Build and maintain the organization's positive image by:

- Being the coalition's chief spokesperson and advocate
- Communicating and promoting the coalition's legislative and issues agenda
- Developing, promoting, and maintaining effective working relationships with public officials, community and state agencies, and others involved directly or indirectly in the breastfeeding field such as, but not limited to Oklahoma State Department of Health (OSDH) Maternal Child Service, WIC and tribal WIC agencies, Oklahoma Breastfeeding Resource Center, Oklahoma Mothers' Milk Bank, Oklahoma Perinatal Quality Improvement Collaborative.
- Developing and maintaining community awareness with other organizations in the state through education and presentations
- Bringing breastfeeding into the conversation of other public health issues including but not limited to racial health equity, infant mortality, maternal and child mental health, and incarcerated families.

Qualifications

- Minimum education of bachelor's degree, master's degree preferred
- Experience in nonprofit management, including small staff and budget management
- Proven experience as an effective fundraiser
- Must be thoroughly committed to the mission of COBA
- Strong public relations skills with ability to engage a diverse audience
- Proficient in technologies: Microsoft Office Suite, donor databases, QuickBooks, website management, social media tools, etc.
- Prefer 5 years of management experience and a track record of effective leadership in an outcomes-based organization/program
- Proven success in working with a board of directors
- Experience with Oklahoma state legislative process and ability to develop legislative relationships
- Strong written and verbal communication skills; excellent interpersonal and multidisciplinary project skills
- Ability to work effectively with diverse groups while maintaining a nonpartisan approach

- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning
- Demonstrates passion, idealism, integrity, positive attitude, is mission-driven and self-directed
- Demonstrates leadership qualities which inspire confidence and loyalty in others by initiative, acceptance of others, maturity, working under pressure, cooperation, and dependability
- Prefer some experience in marketing and event planning

The Coalition of Oklahoma Breastfeeding Advocates is an Equal Opportunity Employer.