

Wisconsin Association for Perinatal Care/Perinatal Foundation Position Description

Position Title: Executive Director

Position Summary:

The Wisconsin Association for Perinatal Care (WAPC) seeks an experienced, visionary, and collaborative leader to serve as its next Executive Director. This role provides strategic, operational, and financial leadership to advance WAPC's mission to improve perinatal health outcomes in Wisconsin through data-driven, equity-centered, and collaborative approaches.

The Executive Director leads WAPC's staff, programs, vendors, and partnerships; oversees finances and fund development; supports the Board of Directors in governance and strategic planning; and ensures the effective implementation of WAPC's initiatives, including quality improvement, education, research, membership engagement, and data modernization efforts.

The person in this position should be an enthusiastic contributor to an anti-racist and LGBTQ+ inclusive workplace and programming. A deep understanding of (or interest in understanding) how social drivers of health relate to clinical and community health outcomes is essential.

REQUIREMENTS	Degree in area of specialization. Bachelors degree required, Graduate degree strongly preferred, Minimum of three year's executive management experience required, health care experience required, non-profit management required, AND perinatal experience strongly preferred.
REPORTS TO	WAPC Board of Directors
DIRECT REPORTS	Deputy Executive Director, Executive Assistant
FTE	1.0 (40 hours/week)
SALARY RANGE	\$95,000 - \$110,000
BENEFITS	Health insurance, retirement, short- and long-term disability, paid family leave, paid time off, investment in professional development when possible
WORK LOCATION	Remote; must reside in Wisconsin and have reliable internet access; please inform us if internet access is a barrier
IN-PERSON TRAVEL	As needed throughout the state and nationally, including WAPC's annual Wisconsin Perinatal Conference
REMOTE WORK	WAPC provides a laptop, second monitor, and necessary materials for staff home offices, but does not cover office furniture or internet costs. We foster a strong team culture by encouraging in-person meetings when feasible and ensuring regular opportunities for staff to work and gather in person throughout the year.

TO APPLY

Submit the following to board@wiperinatal.org by February 28, 2026:

1. Cover letter (saved as "Executive Director Applicant - Last Name, First – Cover letter")
2. Resume (saved as "Executive Director Applicant - Last Name, First – Resume")

IF YOU ARE INTERESTED IN MORE INFORMATION ABOUT THIS POSITION, PLEASE SEE BELOW.

POSITION DESCRIPTION

ORGANIZATIONAL CULTURE

You will join a collegial and thoughtful team that values collaboration, open communication, and efficient and timely completion of tasks and projects. We prize timely and direct conflict resolution amongst co-workers and strive to be a workplace where everyone feels respected and supported when trying new things or exploring new ideas.

WAPC no longer has a brick-and-mortar office; all staff work from home in locations across Wisconsin. We meet in-person as a staff periodically throughout the year and around the state.

WAPC strives to attract and develop individuals who reflect a broad spectrum of diversity, including racial, ethnic, gender identity, and socioeconomic dimensions. We believe that the inclusion of diverse perspectives is essential to achieving long-term, systemic change. We explicitly welcome applications from those who self-identify as coming from historically marginalized populations to enrich and elevate our equity-centered approach to problem-solving.

DUTIES AND RESPONSIBILITIES

Leadership and Strategy

- Lead efforts to develop long-term vision and goals in response to identified organizational needs and evaluate progress toward those goals
- Regularly assess organizational needs, including but not limited to funding, technology, staffing, and programmatic growth opportunities
- Implement and evaluate WAPC's strategic and programmatic agendas, ensuring alignment with the mission and Board priorities

Membership and Workforce Engagement

- Oversee WAPC's membership program and ensure the organization remains responsive to member needs and priorities
- Promote engagement with and among the perinatal workforce across disciplines, including clinicians, community health workers, doulas, and public health practitioners
- Support professional development opportunities and strengthen WAPC's role as a statewide hub for connection and learning

Program Oversight and Accreditation

- Oversee compliance with accreditation processes and evaluation of continuing education needs

- Ensure effective implementation of WAPC's programs, including data initiatives, quality improvement projects, and educational offerings
- Foster innovation in program design and delivery, with a focus on equity, accessibility, and sustainability

Finance, Administration, and Vendor Management

- Manage all financial processes and procedures, including annual budget preparation, accounting (especially grant management), and audit preparation
- Oversee and maintain relationships with external vendors and professional partners, including the Professional Employer Organization (PEO) for HR/payroll services and the outside accountant for bookkeeping and audit support
- Ensure compliance with all financial, legal, and regulatory requirements
- Maintain WAPC's corporate status and administrative integrity

Development and Fundraising

- Oversee the planning, implementation, and evaluation of development strategies
- Ensure compliance with funder requirements and grant deliverables
- Identify and pursue additional funding opportunities through grants, partnerships, and sponsorships

Human Resources and Organizational Culture

- Manage all aspects of human resources, including supervision of direct reports and support for management staff
- Develop and maintain personnel policies and procedures that promote transparency, consistency, and equity
- Foster an inclusive, collaborative, and respectful working environment for staff, Board members, and partners

Partnerships and External Relations

- Build and sustain partnerships with federal, state, regional, and local agencies, associations, and professional societies
- In partnership with WAPC president, Board of directors and members, represent WAPC at conferences, meetings, and collaborative initiatives
- Promote WAPC's work and strengthen its visibility and credibility across the perinatal landscape

Communications and Marketing

- Oversee planning, implementation, and evaluation of WAPC's communication strategy, including internal and external communications, public and media relations, and marketing
- Ensure consistent messaging that reflects WAPC's mission, programs, and values

Equity and Inclusion

- Commit to an inclusive view of perinatal care and actively work towards reducing disparities and improving outcomes in perinatal health, taking an expansive view of both the perinatal workforce and the populations served
- Ensure that WAPC's programming actively promote and advance equity and inclusion at every stage of development and execution

- Advocate for policies and practices that address and dismantle systemic inequities in perinatal care at the local, state, and national levels

KNOWLEDGE AND ABILITIES

Required

- Minimum of three years' management experience, including in nonprofit and health care settings
- Experience in organizational management, strategic planning, and fiscal oversight
- Strong leadership, administrative, and interpersonal skills
- Excellent verbal and written communication skills
- Ability to develop and maintain collaborative partnerships
- Strong commitment to diversity, equity, inclusion, and belonging

Preferred

- Perinatal or maternal health experience
- Knowledge of quality improvement, data systems, and/or health informatics
- Experience working with public agencies, coalitions, or multidisciplinary teams

Other Requirements

- Willingness to travel throughout Wisconsin and nationally as needed for meetings and events
- Must provide own transportation; mileage reimbursement available
- Commitment to the mission and values of WAPC
- Enthusiasm for promoting a supportive and inclusive workplace