



Position Description:

**President and CEO, America 250 Foundation  
May 2021**

**Our Purpose.** The America 250 Foundation is the supporting 501(c)3 for the U.S. Semiquincentennial Commission. The Commission was enacted by the U.S. Congress and signed into law by President Barack Obama in July 2016. The America 250 Foundation was created in August of 2019 and is the primary provider of programs and services to the Commission.

The purpose of the Commission and the Foundation is to design and execute the most comprehensive celebration in the country's history in commemoration of the 250<sup>th</sup> anniversary of the United States' Independence. As detailed in the Commission's December 2019 Report to the President, the purpose of the Commission and the Foundation jointly is:

*"Inspiring the American Spirit among all Americans and each American, based on our founding principles, for our continuing journey toward a more perfect union".*

Our key themes and strategic goals are summarized as: **"Educate, Engage and Unite."**

The Foundation is committed to an inclusive environment where diverse thinking and opinions are shared in a supportive, team-oriented environment. The Foundation is also committed to diversity in its hiring, promotion, compensation and development practices.

**Position.** Reporting to the Chairman of the Board of the America 250 Foundation, and serving as the leader of the Foundation, the President and CEO will be responsible for the comprehensive strategic and operational leadership of the Foundation through 2027. The Foundation is the primary service provider to the U.S. Semiquincentennial Commission. The U.S. Semiquincentennial Commission was established by the 114<sup>th</sup> Congress of the United States through Public Law 114-196 (H.R. 4875) and signed into law on July 22, 2016. In 2019, the America 250 Foundation was established as a 501(c)3 in Delaware, and its Bylaws were enacted by the Foundation Board of Directors in November 2019. In May 2020, the Semiquincentennial Commission entered into a Master Service Agreement with the America 250 Foundation. That agreement outlines the primary areas of support to be provided by the Foundation on behalf of the Commission.

**Responsibilities.** The primary responsibility of the Foundation President and CEO is to set the vision for America 250, oversee the execution of all aspects of the 250<sup>th</sup> anniversary and to set the tone for a dynamic, ethical, inclusive and respectful culture within the Foundation, as well as all America 250-sponsored activities and events.

In addition, the President and CEO ensures that all America 250 activities directly support and comply with Public Law 114-196 as enacted in July 2016.

The Master Services Agreement between the Commission and the Foundation clearly identifies seven areas of service to be provided to the Commission: Those areas include:

- 1.1: Administrative and Financial Services
- 1.2: Public Relations, Media Relations and Marketing and Communications Services
- 1.3: Development and Fundraising Services
- 1.4: Program Planning and Execution Services
- 1.5: Government and Private Sector Relations
- 1.6: Governance and Compliance Services
- 1.7: Point of Contact Services

Each area is outlined in greater detail below.

### **1.1: Administrative and Financial Services.**

- Provide daily office needs and general administrative services, as requested, to the Commission
- Provide comprehensive financial services and support to the Commission to include:
  - Annual budgeting services
  - Routine accounting and financial recordkeeping
  - Ongoing invoice payment services
  - Annual audit and tax preparation services
  - Information technology services and cybersecurity
  - Physical security
  - Risk management oversight

### **1.2: Public Relations, Media Relations and Marketing and Communications Services.**

- Broaden awareness of America 250's programs, priorities and partnerships, with special focus on America 250's National Signature Programs to be promoted and executed across America beginning in 2021 and continuing through 2026.
- Create marketing and public relations strategy that will allow America 250 to cultivate and enhance meaningful relationships with targeted, high level external audiences, including corporate sponsors, donors, key media outlets, Federal officials, state officials, Federal and State legislators
- Identify challenges and emerging issues and opportunities faced by America 250, and work with the leadership team of both the Foundation and the Commission to recognize strategic opportunities and solutions
- Provide general Public Relations and Branding services, as requested, to the Commission
- Provide traditional news and mass media placements and press releases, monitoring and analysis, including public service announcements
- Provide internet-based social and digital media coverage
- Develop and provide promotional and informational material to support Commission goals, as well as publish the Foundation's Annual Report
- Establish and maintain a highly interactive America 250 website
- Establish, monitor and maintain a dynamic America 250 brand to ensure broad visibility and integrity
- Develop and monitor compliance with the America 250 branding and intellectual property guidelines
- Identify and secure a cadre of diverse America 250 brand ambassadors

### **1.3: Development and Fundraising Services.**

- Provide a comprehensive private fundraising campaign and efforts
- Cultivate and secure large corporate partnership funding
- Develop and cultivate large individual donors
- Develop and execute a small donor fundraising effort
- Develop and execute a national America 250 merchandise and fundraising plan
- Secure private funding for important America 250 programs and events

### **1.4: Program Planning and Execution Services.**

- Develop and execute all Commission and Foundation sponsored programs and events
- Develop, fund and execute a menu of inclusive National Signature Programs and Events
- Coordinate and partner with all ex officio Federal Agencies on program design and support, including all other Federal Agencies
- Partner with and support the U.S. State Department's efforts to develop programs and events with international countries and agencies
- Partner with and support all 56 States and Territories to establish State-level Commissions, and provide templates and advisory services in designing and executing state-level programs and events
- Provide guidelines to assist and enable Federal Agencies, State Commissions, National Corporate Partners, national organization hosts and sponsors and local communities
- Conduct routine listening sessions to gain inclusive input and participation on program designs and execution
- Provide advisory services regarding physical and cybersecurity protections for sponsored programs and events

### **1.5: Government and Private Sector Relations.**

- The Commission retains the sole responsibility for all direct governmental lobbying activities
- The Foundation will assist in activities that require coordination and information with Federal legislative agencies as well as State-level Commissions to assist those agents in the development and execution of programs and events

### **1.6: Governance and Compliance Services.**

- Coordinate and execute activities designed to ensure compliance with all areas as outlined in Public Law 114-196
- Work closely with the America 250 Board and legal advisors to ensure that the Foundation Bylaws are executed and adhered to
- Coordinate, as requested, with the Commission on scheduling, preparation and conduct of Commission meetings and events
- Plan, design and oversee all Foundation Board governance activities, including Board and Committee Meetings
- Ensure that appropriate minutes, record-keeping and archives are maintained for all Foundation governance related matters
- Ensure that all Foundation governance and operational activities are conducted in a highly transparent, professional and ethical manner

### **1.7: Point of Contact Services.**

- Per the Public Law, the Commission has designated the America 250 Foundation as its authorized representative and point of contact to coordinate with all federal agencies, state, tribal and local governments and private stakeholders regarding America 250 programs and events

### **Qualifications:**

- Graduate and/or professional degree
- Minimum 15-20 years' experience in a general management role with leadership responsibility for a large, complex organization
- Exceptional standards of personal and professional ethics
- An authentic belief and commitment to diversity and inclusiveness across all areas of America 250 planning and execution
- Exceptional management skills; the ability to influence key audiences and individuals
- Poise and confidence needed to establish credibility and respect with high visibility audiences and individuals
- Excellent personal and persuasive oral communications skills
- A willingness and ability to make difficult or unpopular decisions when necessary
- A passion and commitment to America 250's purpose and goals: "Inspiring the American Spirit...with a focus on educate, engage and unite"
- A truly other-oriented individual who is actively supportive of others on the team and considers the respectful treatment of their colleagues as an imperative

### **Additional Position Information:**

The America 250 Foundation offers competitive salaries and a robust benefits package.

The America 250 Foundation office is located in Washington, D.C but is expected to move to Alexandria, VA near the King Street Metro. The America 250 office is temporarily closed due to COVID-19, and all employees are currently remote. When it is safe to return to the office, staff will work together to establish a work plan based out of the A250 headquarter office.

Travel for this position will be required. America 250 staff will follow OMB travel guidance, and travel for all America 250 Foundation staff will only resume when it is fully safe to do so.

The America 250 Foundation and U.S. Semiquincentennial Commission remain committed to an inclusive environment where diverse ideologies and experiences are shared in a supportive, team-oriented environment. The Foundation prioritizes diversity in its hiring, promotion, compensation, and development practices, and is committed to ensuring that the organization is fully representative of the diversity of the nation we represent.

*The America 250 Foundation adheres to the equal employment opportunity guidelines set forth by federal, state and local laws and does not discriminate based on race, religion or creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic characteristics, marital status, sex or gender (which includes pregnancy, childbirth, or related circumstances), gender identity, gender expression, age, citizenship, sexual orientation, family care or medical leave status, military and veteran status, political affiliation, or any other characteristic protected by federal, state and local laws.*

Please submit your resume and application to: Dr. Anthony Rucci, Senior Advisor to America 250, at [rucci0919@gmail.com](mailto:rucci0919@gmail.com).