

The MARR logo consists of a dark red envelope icon with a white sunburst pattern emerging from the top. To the right of the envelope, the letters 'MARR' are written in a large, bold, dark red, sans-serif font.

MARR

Addiction Treatment Center

CHIEF EXECUTIVE OFFICER

ATLANTA, GA

THE LANDSCAPE

Addiction is one of America's most formidable public health problems, reaching epidemic levels. An estimate 158,000 people in the United States die each year due to drug overdoses or alcohol-related causes. The disease of additions generates \$520B in costs related to health care, productivity and crime in a single year. Globally, addiction costs more than five times as much as AIDS and twice that of Cancer. Nearly 16% of the US population 12 and older meets the criteria for Substance Use Disorder. 10% of American health care expenditures go toward prevention, diagnosis and treatment of people suffering from addictive diseases.

THE ORGANIZATION

Established in 1975, MARR Addiction Treatment Center (MARR) is a private, non-profit organization that provides long-term residential addiction treatment to men and women. MARR is dedicated to bringing lasting recovery through intensive, high-quality, gender-specific rehab programs that are centered on the Therapeutic Community model that is 12-step and spiritually based. Accredited by The Joint Commission, MARR is also a member of the National Association of Addiction Treatment Programs (NAATP) and fully licensed under the laws of the State of Georgia. MARR is recognized as one of the most cost-effective rehab facilities for drug and alcohol abuse in the United States. MARR employs approximately 95 staff, 5 contract therapists, and has about 100 volunteers.

MARR recognizes that the physiology of addiction between men and women is very different and provides a structured and safe environment that is separated by gender. All clinicians are licensed and/or certified,



as well as experienced in the treatment of drug and alcohol addiction. MARR offers three programs on three different campuses:

- Men's Recovery Center
- Women's Recovery Center
- Right Side Up (homeless women with children)

While MARR produces outstanding results with a success rate well above national averages, admissions have been stagnant for the past several years. The decrease is due largely to the Affordable Care Act's guaranteed payment of 30-day programs. MARR's 90-day program, while more effective, would not be covered. MARR is now at an inflection point and is looking for a leader to drive increased admissions and revenue.

THE OPPORTUNITY

Reporting to a 12-member board, the Chief Executive Officer (CEO) will lead MARR to accelerated growth and brand recognition while, maintaining the clinical excellence that has been the hallmark of its success. S/he will identify additional markets to serve with new and innovative programs and services. S/he will be an effective change agent and effective decision-maker who builds consensus and inspires passion. The selected candidate will be strategic and visionary and capable of raising MARR's brand and substantially increasing the number of resident referrals. The CEO will communicate a compelling vision, be a recognized advocate for the field, generate increased admissions, additional support and sustainable resources.

THE RESPONSIBILITIES

Strategic Vision and Leadership

- Create and articulate a compelling growth vision.
- Develop and refine new approaches to expand MARR's brand and referrals.
- Accelerate the momentum of MARR's clinical success and further enhance its reputation as an effective residential rehab facility delivering lasting recovery.
- Provide inspired leadership to generate renewed energy and excitement for employees and volunteer leaders.
- With the management team and board, develop a long-range strategy that provides result-oriented action plans.
- Break down divisional silos and build a cohesive culture.



Business Development, Marketing and Branding

- Lead, manage and oversee all marketing activities with the goal of quickly raising average annual admissions from 159 to 200, or 3-4 per month.
- Work closely with the Fund Development director in fundraising activities including donor cultivation, annual giving, major gifts, and capital campaigns, special events, corporate sponsorships, grants, and planned giving.
- Create, implement and manage a comprehensive fundraising strategy that will drive increased revenue to help fuel MARR's mission.
- Represent MARR on various governing bodies.
- Serve as the respected and effective spokesman for MARR to develop MARR's brand and name recognition through media relations, articles, web site content, podcasts, social media and other channels.

Organizational Leadership

- Develop goals for and hold accountable a team of direct reports to carry out the operations of MARR.
- Ensure the effective operation of MARR, aligning internal processes and systems to deliver high-quality programs and services profitably.
- Partner effectively with and continue to attract and maintain a high-powered and active volunteer board of directors. Establish strong partnership with board chair to increase board engagement and advocacy.
- Support and promote a high-performing culture, recognized as a great place to work, and demonstrate an ability to recruit and retain stellar talent throughout the organization.
- Provide guidance and leadership in the development of the organization's budgets and reporting and the maintenance of best practices in all aspects of its investments and financial operations.
- Maintain a succession plan for all key members of management team.
- Serve as ex-officio member of the MARR Board of Trustees and on all Board committees.
- Oversee and support the operations and administration to support the Board of Trustees and serve as liaison between the Board and MARR staff.

Clinical Operations

- Ensure that MARR is providing the highest quality treatment of chemical dependency for its clients, consistent with its established philosophy of addiction treatment.
- Oversee all operations of MARR to ensure compliance with regulatory and accreditation agencies.



THE QUALIFICATIONS

- Proven track record of success as a CEO, president, executive director, or division leader. A minimum of 15 years of overall professional experience and ideally 10+ years of executive management experience.
- Understanding of the field of recovery, if not from professional role then from a personal point of view.
- Entrepreneurial and politically astute mindset with the ability to set clear priorities and delegate and guide investment in people and systems
- Superior communication skills with the ability to inspire and unify stakeholders with competing interests.
- Dynamic, high energy, innovative, passionate change agent who can inspire the troops.
- Capable and strategic leader who can assess opportunities and threats and anticipate issues and challenges.
- Experienced in building a brand, garnering media coverage, and creating and selling a message.
- Organizational and problem-solving skills that support and enable sound decision making.
- Persuasive negotiator with excellent coalition-building skills.
- The foresight, charisma, and creativity to identify and implement strategies that diversify funding streams and maximize fundraising opportunities, particularly unrestricted funding.
- Effective presentation capabilities with an ability to represent MARR in any setting, including public speaking events and meetings with high-profile funders and elected officials.
- Demonstrated success in guiding the implementation of business processes, infrastructure, and internal organizational systems.
- Experienced in developing professional staff and recruiting and retaining high-performing teams.
- Undergraduate degree required; advanced degree highly regarded.
- Clinical experience a plus.

THE APPLICATION PROCESS

All inquiries, nominations and applications are to be directed to MARR@dubrof.com. Applications should include a letter of interest and resume in MSWORD. Please indicate in your cover letter where you learned of the opportunity. NO PHONE CALLS PLEASE.

Please note that only those candidates invited for screening will be contacted.

MARR is an equal opportunity employer and does not discriminate against employees or qualified job applicants based on race, religion, color, sex, age, national origin, disability, veteran status, marital status, sexual orientation, gender identity, genetic information, or any other status or condition protected by



applicable law. This policy extends to, but is not limited to, recruitment, selection, compensation, benefits, promotion, training and termination.

The above statements are intended to describe the general nature and level of work. They are not intended to construe an exhaustive list of all responsibilities, duties, and skills.