



St. Francis Valley Healthcare Foundation Executive Director - Position Description

POSITION SUMMARY:

Reporting to the Board, the Executive Director (ED) provides leadership to develop, direct and execute all activities of the Foundation on behalf of our Healthcare partners (St Francis Memorial Hospital, Valley Manor Long term care and MV Hospice Palliative Care) with the purpose of inspiring people to support exceptional healthcare in our community. The ED is responsible for carrying out the strategic plan while promoting the mission, vision and values of the Foundation.

MAJOR FUNCTIONS:

Leadership and Managerial:

- Promotes the Foundation's mission, vision and values to internal and external stakeholders, partners and the general public
- Oversees all operations and manages human/financial resources of the Foundation, in an effective and efficient manner
- Managing multiple priorities and projects, achieving objectives
- Provides effective leadership and direction to staff and volunteers
- Works collaboratively with the Healthcare partner's management teams and Boards as needed and required

Strategy, Planning and Execution:

- Develops the organization's strategic and annual plan in conjunction with the Board and its strategic goals and directions
- Executes, monitors, adjusts as necessary and evaluates and reports on the strategic plan; implements plan with the operational team
- Develops and delivers annual plan for fundraising operations, budget and communications and marketing
- Is key liaison for media and communications for the foundation and the HealthCare partners
- Liaises with Healthcare organization's leadership regarding fundraising priorities and other strategic issues
- Promotes collaboration and alignment with the Healthcare Partners

Donor/Stakeholder Relations & Fundraising:

- Acts as key spokesperson for the Foundation
- Addresses the fundraising needs of the partners by ensuring that the Foundation has a diversified mix of proactive fundraising revenue initiatives
- Builds the case for equipment needs that will motivate donors to give
- Determines approach, goals and resources for existing and new philanthropic revenue streams
- Provides fundraising leadership and direction for all fundraising revenue streams
- Develops and achieves fundraising targets and timelines
- Keeps abreast of emerging issues and trends in the non-profit sector and the healthcare sector
- Establishes, cultivates and maintains positive communications and relationships with donors
- Plans and/or oversees all fundraising initiatives including direct mail, major gifts, campaigns, special events, and planned giving

Communications:

- Develops implements and evaluates communications marketing and media plans for the Foundation including campaign/project specific key messages, key stories and overall communications plan
- Acts as an inspiring spokesperson for the organization, preparing strategic messaging to align with the current focus
- Attends events and participates in community activities to establish personal and SFVH profile and credibility and to build networks and supporters
- Writes donor and foundation correspondence , including solicitation materials, newsletters, acknowledgments , emails and meeting follow ups

Board Relations:

- Participates in recruitment and development of new Board members and supports assessment and growth of the Board
- Communicates effectively with the Board and provides in a timely and accurate manner, all information necessary for the Board to function properly and to make informed decisions
- Supports the Board on all strategic agenda items
- Provides to the Board appropriate policy recommendations
- Supports the Board in addressing needs of major stakeholders
- Acts as fundraising expert and advises, educates the Board on fundraising best practices

Financial Management:

- Ensures transparent stewardship of donations
- Develops and executes an annual operating budget in support of overall organizational direction and in conjunction with the Foundation's annual plan and the future strategic directions of the organization
- Ensures comprehensive financial reporting and appropriate analysis to the Board
- Oversees, directs and manages banking, investments, and securities
- Ensures all regulatory and reporting requirements are met and maintains current knowledge of CRA regulations

PERSONAL CHARACTERISTICS:

- Is committed to the vision, mission, values of the SFVH Foundation
- Well respected in the community
- Driven to succeed; results oriented
- Strategic, creative and flexible leader and good problem solver
- Possesses good strategic and facilitation skills; the ability to influence and achieve consensus
- Fosters a culture of philanthropy, employee empowerment and collaboration
- Is a powerful communicator both oral and written
- Compassionate and warm
- Flexibility with work hours, with recognition that nights, weekends, and/or holidays will be necessary for meetings and events
- Ambassador for the healthcare community

Last reviewed – July 14th 2019