

*Position Announcement*

# Chief Development Officer

Shriners Hospitals for Children

Tampa, Florida



**Shriners Hospitals**

for Children®

***Love to the rescue®***

**Reports To** Vice President, Finance

**Organization Profile**

Headquartered in Tampa, Florida; Shriners Hospitals for Children (SHC) is a unique health care system with a reputation for finding answers and giving families hope. With a network of 22 medical facilities located in the U.S., Canada and Mexico; SHC is committed to providing children with exceptional healthcare for orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay.

The Shriners hospitals, known as "The World's Greatest Philanthropy," are owned and operated by Shriners International, formerly known as the Ancient Arabic Order of the Nobles of the Mystic Shrine, a Freemasonry-related organization whose members are known as Shriners. Through a commitment to excellence, SHC changes lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Shriners Hospitals for Children is "Love to the Rescue".

As a leader in research, SHC is committed to the pursuit of seminal, cutting-edge discoveries that result in new knowledge and improved therapeutic treatment, quality of care and positive outcomes for patients and their families. Since opening the first hospital in 1922, the health care system has improved the lives of more than 1.4 million children.

The primary purpose of Shriners Hospitals for Children is to help children who need specialized medical care —



wherever they may live. In order to treat more kids in more places, SHC offers a range of services to expand reach, including telehealth and outreach clinics. Although the locations are primarily in North America, the SHC health care system has treated children from many countries and conducts several medical outreach clinics outside of the U.S. every year.

Shriners Hospitals for Children has a mission to:

- Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special healthcare needs within a compassionate, family-centered and collaborative care environment.
- Provide for the education of physicians and other healthcare professionals.
- Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

The Shriners Hospitals for Children vision is to:

- Become the best at transforming children's lives by providing exceptional healthcare through innovative research, in a patient and family-centered environment.

**Position  
Summary**

Shriners Hospitals for Children seeks a nationally recognized leader to elevate the profile of philanthropy across the entire SHC multisite health system. The Chief Development Officer (CDO) will operate at the highest level and provide strategic oversight and management of philanthropic programs while also participating in the cultivation and closing of transformational, next-level charitable gifts.

As an accomplished and distinguished leader, the CDO will be responsible for leading all philanthropic efforts for a world-class institution, while serving as a dynamic resource to the Board and Senior Leadership as SHC continues to fulfill its organizational mission.



The CDO will coordinate efforts and assist Development Directors at the Shriners Hospitals while also guiding the development staff at Shriners Hospitals for Children Headquarters located in Tampa, Florida. The CDO will set the strategic direction for all fundraising efforts at the system level and throughout the local hospitals. This will include leading all aspects of development, major gifts, online giving, DRTV, planned giving, events and implementing fundraising systems and processes that improve the operational effectiveness. Working closely with system leadership, development staff and board members the CDO will provide the vision, strategy, and oversight of the entire development enterprise. SHC seeks a forward-thinking, innovative leader who advocates for SHC and consistently reinforces the significant importance of philanthropic support. The CDO's focus will be to broaden the base of fundraising and target new affiliations and philanthropic revenue streams for SHC.

The CDO will have a proven record of accomplishments in fundraising and exceptional achievements within an organization that is multidivisional and highly complex. The successful CDO will be comfortable leading on a national scale while consistently representing the following SHC core values:

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- **Excellence** – Effectively and efficiently provide services and continuously seek improvement.
- **Innovation** – Enhance services to position SHC as a leader in specialty pediatric healthcare
- **Commitment** – Actively promote the SHC vision, mission and strategic plan.
- **Integrity** – Assume responsibility for doing the right and just thing in all situations. Be honest, conscientious and accountable in all aspects of work.
- **Teamwork** – Recognize each co-worker as valuable part of the team. Place the good of the team ahead of personal objectives. Work collaboratively to achieve the vision of Shriners Hospitals for Children.
- **Stewardship** – Responsibly manage and apply resources to maximize the benefit to patients, families, employees, fraternity members and donors.
- **Respect** – Value all individuals, adhere to all governing rules and regulations and embrace the culture and traditions that make up the Shriners Fraternity and hospital system.

## Nature and Scope

- I. **Oversee the entirety of all components related to philanthropic programs and ensure that philanthropy and fundraising are carried out in keeping with SHC’s values, mission, vision and plans.**
  - a. Elevate the profile of philanthropy across the hospital system.
  - b. In coordination with system leadership and board, provide strategic direction and recommend short-term and long-term fundraising initiatives to support Shriners values, mission and overall objectives.
  - c. Recognize and adapt to the internal and external influences that can impact the fundraising program.
  - d. Stay on the leading edge of best practices in philanthropy and fundraising as well as general fields of management within the healthcare sector; advise system and local leadership on current trends, issues, ethical principles, problems and activities to facilitate policy making and decisions concerning fundraising.

- e. Increase the number and value of corporate partnerships. Gain access to and establish effective relationships with high profile corporations, foundations and individuals.
- f. Appropriately represent SHC, system leadership and governing boards to donors, prospects, regulators, fundraising volunteers and community.
- g. Establish a leadership presence at local and national levels through visibility and engagement with all SHC hospitals and volunteer groups.



**2. Assure implementation of cost-effective fundraising programs with a high level of quality and solid return on investment.**

- a. Assure proper planning including goal setting, strategy identification, benchmarking, and evaluation to support fundraising.
- b. Regularly report comprehensive data to the Executive Vice President/Chief Operating Officer, Vice President, Finance and Governing Boards to illustrate current state of philanthropic efforts. Data should exemplify the productivity of SHC fundraising functions relative to established benchmarks.
- c. Combine development resources in such a way as to maximize efficiency and obtain desired results.
- d. Strategize, prepare and assist the VP Finance, board and fundraising team in the identification, cultivation and solicitation of charitable gifts through multiple channels.

- a. Oversee the development of written foundation, corporate and government proposals and solicitation materials.
  - b. Assure the continual maintenance and integrity of donor and prospect records, gift management systems, and informational reports.
  - c. Assure the implementation of meaningful stewardship and recognition programs.
- 3. Establish performance measures, lead efforts, monitor results, and help SHC Leadership evaluate effectiveness of fundraising program.**
- a. Ensure compliance with SHC's fundraising and philanthropic principles, policies, and procedures.
  - b. Inform system and volunteer leadership on the condition of the hospital's fundraising program and on all important influencing factors.
  - c. Foster a working environment that is meaningful and rewarding to staff and volunteers.
  - d. Provide oversight of all SHC's fundraising activities and manage day-to-day operations of development functions.
  - e. Demonstrate initiative and work as a team player.
  - f. Assist Development Directors with individual and corporate gift programs.
  - g. Direct campaign, major, deferred, annual, online and other various fundraising programs.
  - h. Ensure compliance with all relevant regulations and laws, maintain accountability standards to donors and ensure compliance with the industry code of ethics.

**Qualifications** Qualities and experiences that ideal candidates should display include:

- Baccalaureate degree from an accredited college or university.
- Seven or more years of successful service in a fundraising executive/leadership role that includes supervision of a comprehensive and complex development enterprise.

- Proficient knowledge of Shriners Hospitals for Children and the Shrine of North America Fraternity.
- Ability to provide, encourage and mentor professional growth for direct reports.
- Proven track record of success in various forms related to grant writing, capital campaigns, securing seven and eight-figure transformation gifts and grants from individuals, foundations and corporations.
- Demonstrated history of growing and advancing philanthropy within a complex organization.
- Advanced proficiency with major gift programs including metrics driven management and data analytics.
- Thorough understanding of planned giving vehicles.
- Advanced skill with drafting, final composition and editing of original written documents, publications and messaging for the internal and public distribution.
- Experience with budgeting and fiscal management of departmental finances.

**Preferred**

Preference will be given to candidates that also display one or more of the following:

- Advanced academic degree or equivalent.
- Fundraising designations (CFRE, FAHP, or equivalent).
- Experience in healthcare or academic medicine.
- Leadership role in large scale/national non-profit organization.

**Memorandum** The salary and benefits are competitive and commensurate with experience, qualifications, and verifiable salary history. Paschal•Murray supports the commitment of our client in encouraging applicants from diverse backgrounds and cultures. As a condition of employment, our client reserves the right to conduct background verification including academic, work, driving, credit, and criminal histories.

This position announcement is not intended to be an exhaustive list of all responsibilities and requirements. It is presented as a fair reflection of the principal job elements.



Nominations and applications are welcome. Please send résumé and letter of application as separate documents attached to an e-mail message to:

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