

Position Announcement

Senior Director, Prospect & Donor Research

Shriners Children's
Tampa, Florida



Reports To

Executive Director of Principal Gifts and Campaigns

Organization Profile

Headquartered in Tampa, Florida; Shriners Children's, also known as Shriners Hospitals for Children, is a unique health care system with a reputation for finding answers and giving families hope. With a network of 21 facilities located in the U.S., Canada and Mexico; Shriners Children's 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.

Through a commitment to excellence, Shriners Children's changes lives every day through innovative pediatric specialty care, world-class research and outstanding medical education.

As a leader in research, Shriners Children's 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 1.5 million children.

The primary purpose of Shriners Children's is to help children who need specialized medical care — wherever they



may live. In order to treat more kids in more places, Shriners Children's 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 Children's 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.

Shriners Children's 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 Children's seeks a Senior Director, Prospect and Donor Research to lead the development, implementation, evaluation and reporting of a comprehensive prospect research program that focuses on prospect identification, portfolio management and prospect research to support more than 50 healthcare system and location fundraisers to meet and exceed their fundraising goals. This position will develop strategic plans for building a robust donor pipeline and optimizing fundraiser portfolios to build long-term philanthropic support for Shriners Hospitals for Children.



The successful Senior Director, Prospect and Donor Research will consistently represent the following SHC core values:

- **Excellence** – Effectively and efficiently provide services and continuously seek improvement.
- **Innovation** – Continuously seek to improve the services SHC provides and be 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 a 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.

**Specific
Responsibilities****Prospect Research Program Development – 40%**

- Develop vision, goals and strategies for a comprehensive prospect management and research program to support more than 50 frontline fundraisers in achieving and exceeding their annual goals for gift revenue and other metrics.
- Define, refine and manage all processes associated with prospect management, including building and evaluating portfolios and implementing methods that drive portfolio activity.
- Recommend internal office alignments and interdepartmental changes to improve the overall Prospect Research program.

Prospect Research Management – 40%

- Develops and oversees policies, processes and workflows for prospect research and portfolio management. Ensures use of best practices and quality consistency across the healthcare system.
- Oversees the research team in the timely production of detailed and accurate reports for fundraising activities, including fundraiser progress towards goals, research profiles, snapshots, briefings, wealth screenings and other research projects as needed.
- Oversees portfolio management activities, including regular meetings with frontline fundraisers, portfolio analysis and education and assisting fundraisers with regard to moves management, analyzing prospect data and tracking metrics and activities in the database.
- Executed strategies for uncovering new prospects and existing donor potential using the most current technology and tools and ensure that information discovered through research is properly maintained and documented in the donor database.
- Ensure compliance with business practices, fundraising systems and information gathering that conforms to privacy and ethics standards as dictated by the Association of Professional Researchers in Advancement.
- Develop and recommend new methods and ideas to improve and refine the prospect research program.

Team Leadership and Coordination – 20%

- Direct the prospect research team and lead efforts between healthcare system and locations to ensure that fundraisers are equipped to work with prospects and existing donors.
- Builds and maintains strong working relationships with location leaders and fundraising teams across the healthcare system and at locations. Work in close collaboration with the Planned and Major Giving department and location fundraisers to customize pipeline strategies for planned and major giving prospects.
- Leads and coordinates internal department committees, interdepartmental work and special projects as the leader of the prospect research team.

**Qualifications**

Qualities and experiences that ideal candidates should display include:

- Baccalaureate degree from an accredited college or university.
- Eight or more years of relevant experience in a large nonprofit organization or an established academic institution.
- Eight or more years of experience with philanthropy related prospect research programs.
- Demonstrated experience working with large nonprofit or university-based prospect research programs.
- Excellent computer skills and proficiency in MS Office.

- Advanced Excel use with experience managing, segmenting and filtering large donor files.
- Expertise and competence with wealth screening, data mining, donor modeling, and data analytics techniques, tools, and platforms. Ability to explain these platforms and systems and how they work.
- Blackbaud CRM or similar donor database proficiency.
- Experience with philanthropy related prospect research and management best practices.
- Demonstrated ability to communicate quickly and effectively with high level of both oral and written expression with discretion, tact and diplomacy.
- Fast verbal and auditory processor; able to receive verbal directions in real time and execute accordingly.
- Superior interpersonal skills to work with diverse parties including major donors, healthcare system and location staff and vendors.
- Proven ability to be adaptable in the face of changing priorities.
- Excellent problem-solving skills and ability to think critically.
- High level of enthusiasm, stamina and creativity and strong multitasking skills with attention to detail.
- Demonstrates credibility, calm and sense of purpose during stressful situations.
- Proactively seeks feedback to support professional development.

Preferred

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

- Advanced academic degree or equivalent.
- Previous experience as Director of Prospect Research.
- Understanding of multi-channel fundraising, including direct mail, digital and major gifts.

Memorandum

The salary and benefits are competitive and commensurate with experience and qualifications. Paschal•Murray supports the commitment of our client in encouraging applicants from diverse backgrounds and cultures. As a condition of employment, our

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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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