

Position Announcement  
Associate Director of Philanthropy  
Corporate & Community Fundraising



### Organization Profile:

Rady Children's Hospital-San Diego (RCHSD) has been meeting the health needs of children and families in Southern California since 1954. Today, Rady Children's is a nationally recognized non-profit, pediatric-care facility dedicated to excellence in care, education, research and advocacy. In recognition of their strength and quality of patient care, Rady Children's has received Magnet® designation for nursing excellence from the American Nurses Credentialing Center (ANCC).

Rady Children's is the only hospital in the San Diego area dedicated exclusively to pediatric healthcare and the region's only designated pediatric Trauma Center. Rady Children's is one of the largest pediatric hospitals in the country, and a significant provider of care for children throughout the region. Rady Children's recently achieved its best-ever rankings; U.S. News & World Report ranked Rady Children's among the best children's hospitals in the nation in all ten pediatric specialties surveyed; rankings included the Orthopedics program ranked No. 2; Neurology & Neurosurgery program No. 8; Neonatology program No. 9; and Diabetes & Endocrinology program No. 10. In partnership with the University of California, San Diego School of Medicine, Rady Children's is the region's teaching hospital for the next generation of pediatric clinicians and continues to be a major pediatric clinical research center.



## Reports To

Manager of Corporate & Community Fundraising

## Position Summary

The Associate Director of Philanthropy, Corporate & Community Fundraising (Associate Director) is responsible for developing relationships with a core group of prospective businesses and community advocates with capacity to give/raise as defined by management. The Associate Director will manage an active portfolio of 100-120 prospects; maintain an active awareness of organizations/prospects in the prospect pool and their status throughout the stages of identification, cultivation, solicitation and stewardship. Fundable programs and projects include, but are not limited to, institutes, centers, endowments, chairs, fellowships and capital needs. The Associate Director will work closely and collaboratively with Corporate & Community foundation colleagues and the Corporate & Community Manager to expand Children's Miracle Network Hospital (CMNH) partners as assigned, develop relationships with new CMN partners, build an all-partner rally to effectively increase engagement and revenue streams and implement community outreach strategies that may include stewardship and other activities relating to fundraising. Additionally, the Associate Director will solicit

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corporate/individual sponsors/donors, provide guidance to third-party fundraising events, and help to coordinate cause marketing campaigns. This position will act as the liaison to affinity groups, physicians, hospital administrators, and other stakeholders and maintains an active awareness of goals, objectives and direction of the development program as a whole.

## Specific Responsibilities

As part of a dynamic and collaborative team, the Associate Director of Philanthropy, Corporate and Community Fundraiser will be team-oriented and responsible for fulfilling the objectives and goals identified by the SVP/Executive Director of the Foundation and the Rady Children's Hospital Foundation Board of Trustees, including:

### **Portfolio Management:**

Maintains a robust portfolio of local and national prospects with a capacity to give as defined by management. Portfolio includes corporations, organizations, affinity group prospects and donors in various stages of identification, cultivation, solicitation and stewardship. Works closely with Foundation departments and prospect research to move donors through the various cycles of giving. Elevate donors to major and/or planned giving prospects, as appropriate.

### **Solicitation and Strategic Planning:**

Develops giving opportunities and communication strategies with donors, corporations/organizations and/or affinity groups. Devises strategies and timetables for the successful solicitation of corporate/individual sponsors, as well as execution of special fundraising events and/or cause marketing campaigns. Becomes thoroughly familiar with hospital priorities. Fiscally responsible execution of specified events/projects that will elevate the vision and reputation of the Foundation and Hospital. Achieves/exceeds annual metrics as assigned by management.

### **Philanthropic Advocate:**

Advances a culture of philanthropy, collaboration, ethics and accountability with internal and external audiences to develop, enhance and sustain maximum fundraising effectiveness. Advocates for RCHSD in a variety of public and private functions regarding the need for and use of philanthropy to achieve

organizational goals. In conjunction with supervisor, arranges for appropriate leaders to participate in cultivation, solicitation and stewardship, as necessary and appropriate. Participates directly in these occasions as appropriate. Establishes close working relationships with department heads and hospital staff.

**Donor Relations:**

Coordinates stewardship initiatives to ensure regular contact with donors/organizations through personal visits, letters, emails and other written material, phone calls and events. Provides vehicles for continued awareness on the part of donors of current needs and objectives that encourage continued giving. Meets donor/prospect visit metrics as assigned by management. Provides excellent customer service to donors, colleagues, clinical partners, volunteers and hospital leadership.

**Data Integrity and Confidentiality:**

Ensures integrity and functionality of constituent management system through accurate entry and maintenance of constituent and gift data; maintains adequate security and confidentiality of data. Documents and tracks constituent activity and interactions in a timely manner; identifies, collects and analyzes appropriate data for critical decision making.

**Verbal and Written Skills:**

Demonstrates strong verbal communication skills; articulates the mission and fundraising goals of RCHSD; and makes persuasive oral presentations. Possesses effective communication skills necessary to write and edit letters, sponsorship/cause marketing materials, memos, reports, proposals and other cultivation, solicitation and stewardship materials. Works closely with supervisor to develop presentations to internal and external audiences regarding philanthropic opportunities and giving vehicles. Works closely with supervisor to manage complex issues which arise from the elaborate interrelationships among hospital administration, departments, and/or Foundation staff.

**Special Projects and Assignments:**

Creates and executes special projects as assigned by the SVP/Executive Director and/or supervisor. Works evenings and weekends as needed.

**Qualifications**

Qualities and experiences that ideal candidates should display include:

- Bachelor's Degree.
- Two years of experience.
- California driver's license.
- Proof of auto insurance.
- Experience in a fundraising setting.
- Experience with corporate/community solicitation and/or development.
- Detail-oriented and a team player.
- Works efficiently under pressure; meets deadlines; demonstrates strategic thinking and good decision-making, as well as an entrepreneurial spirit.
- Ability to work evenings and weekends as needed.
- Articulate, poised and possesses strong writing skills.
- Ability to make frequent trips by personal vehicle between hospital buildings and donors.

**Preferred**

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

- Five years of experience.
- Knowledge around Blackbaud non-profit applications.

**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 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.

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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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