

Position Announcement

Associate Director, Annual Giving



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**

Managing Director, Advancement and Gift Planning

**Position
Summary**

The Associate Director of Annual Giving is responsible for developing and maintaining relationships with lead annual giving donors and effectively managing an active portfolio of 200 to 250 prospects with capacity to make annual gifts. The annual giving fundraiser will maintain an active awareness of prospects in various stages of identification, cultivation, solicitation and stewardship. A primary focus of this position will be working closely with leadership and colleagues to elevate lead annual giving donors to major and/or planned giving prospects. This individual will work closely with the Managing Director to implement gift strategies designed to grow the lead annual giving program with a focus on increasing unrestricted dollars and number of donors at this giving level. The Associate Director of Annual Giving serves as liaison to physicians, hospital administrators, and other stakeholders. This position will execute gift strategies as identified by the Chief External Affairs Officer/Executive Director and the Board of Trustees of Rady Children's Hospital Foundation. Maintains an active awareness of goals, objectives, and direction of the development program as a whole. Meets or exceeds individual and department performance standards as assigned by management. Creates and executes

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special projects as assigned by the Chief External Affairs Officer/Executive Director and/or supervisor.



Specific Responsibilities

Program Management:

Work closely with supervisor to implement organizations annual giving program in support of fundraising objectives and revenue goals. Work in collaboration with Director of Stewardship to ensure that proper donor stewardship techniques and programs are applied to Annual Giving Program. Elevate donor giving and grow the pipeline of lead annual giving and major and gift planning prospects.

Donor Portfolio Management:

Manage a portfolio of 200-250 annual giving prospects. Work in collaboration with the major gift team to identify leadership annual gift donors who could be upgraded for a major gift strategy.

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. Establishes close working relationships with Foundation colleagues, marketing partners, and hospital staff as needed.

Donor Relations:

Works closely with supervisor and vendors to increase engagement with annual donors to retain and upgrade donor support in effort to increase unrestricted dollars. Provides education on giving strategies and hospital initiatives to encourage philanthropic support. Provides excellent customer service to donors, colleagues, clinical partners, volunteers, and

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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. Works closely with data analytics and vendors to maintain and improve donor segmentation to analyze annual giving trends to assist in strategies. Documents constituent activity 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 strong and effective written communication skills necessary to write and edit letters, memos, reports, discussion documents, proposals and other cultivation, solicitation, and stewardship materials. Works closely with Foundation staff to develop compelling cases for support through annual giving. 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 Managing 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 annual giving solicitation and stewardship.
- Detail-oriented and team player.
- Works efficiently under pressure.
- Meets deadlines.

- Demonstrates strategic thinking and good decision-making.
- Entrepreneurial spirit.
- Poised and articulate.
- Strong writing skills.
- Ability to work evenings and weekends as needed.

Preferred

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

- Five years of experience in nonprofit setting.
- Knowledge around Blackbaud non-profit applications.
- Advanced Degree.
- Fundraising credentials.

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.

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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