

Position Announcement



UNIVERSITY of MARYLAND
SHORE REGIONAL HEALTH

Major Gift Officer

University of Maryland Medical System
Shore Regional Health
Easton, Maryland

Reports To Vice President of Philanthropy

Organization Profile Shore Regional Health is a nonprofit regional health system and a member of the University of Maryland Medical System (UMMS). The current organization was created in 2013 when Shore Health and Chester River Health consolidated. It primarily serves Caroline, Dorchester, Kent, Queen Anne's and Talbot counties, representing more than 170,000 residents.

The network currently includes two hospitals—UM Shore Medical Center at Easton and UM Shore Medical Center at Chestertown—along with freestanding emergency centers in Cambridge and Queenstown, medical pavilions, urgent-care locations and numerous outpatient facilities. The affiliated UM Shore Medical Group includes more than 100 providers across primary care and 21 specialties.

New Regional Medical Center

For over a decade, University of Maryland Medical System and University of Maryland Shore Regional Health have been committed to improving the quality of healthcare in the area.



Through continued investment and collaboration, Shore Regional Health is making significant strides in building a healthier, stronger community, devoted to the unique healthcare needs of our rural region.

One of the most ambitious efforts to date is the development of a state-of-the-art, \$664 million regional medical center in Talbot County—which will replace UM Shore Medical Center at Easton. Building occupancy is planned for Summer 2028.

The new UM Shore Regional Medical Center in Easton will serve as a model for rural healthcare delivery in America and will bring together the latest advancements in academic medicine and patient-centered care, all under one roof. The facility will also showcase cutting-edge innovations, supported by top-tier healthcare providers from UMMS.

This project marks a pivotal moment in the history of UM Shore Regional Health, reflecting the organization's commitment to elevating healthcare services for the Eastern Shore communities.

Maryland's Eastern Shore

Living on Maryland's Eastern Shore offers an appealing combination of waterfront beauty, historic charm, and a relaxed quality of life, all within reach of major metropolitan areas. Communities such as Easton, St. Michaels, Oxford, and Cambridge are known for their picturesque downtowns, Chesapeake Bay heritage, welcoming neighborhoods, and outstanding opportunities for boating, fishing, cycling, golf, and other outdoor recreation. The region's restaurants, galleries, festivals, farmers markets, and thriving arts

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and cultural scene provide plenty to enjoy while maintaining the warmth and character of a close-knit community. With its scenic waterways, open landscapes, and slower pace of life—and convenient access to Annapolis, Baltimore, Washington, D.C., and the beaches of the Delmarva Peninsula—the Eastern Shore provides an exceptional setting to build both a rewarding career and a fulfilling life.



Position Summary

The Major Gift Officer at University of Maryland Shore Regional Health is an exciting opportunity for an accomplished fundraising professional to play a meaningful role in shaping the future of healthcare across Maryland's Eastern Shore. As a key member of the development team, the Major Gift Officer will build and manage relationships with individuals, families, and community leaders capable of making significant philanthropic investments in Shore Regional Health's mission and strategic priorities. This is an especially compelling time to join the organization as Shore Regional Health is developing a new state-of-the-art regional medical center in Easton, a transformative investment that will expand access to high-quality healthcare and serve communities throughout the region for generations. Through the strategic identification, cultivation, solicitation, and stewardship of major gift prospects, the Major Gift Officer will help connect donors with opportunities to support the new medical center, innovative clinical programs, advanced



technology, patient care, and other critical initiatives. The position offers a unique opportunity for a successful fundraiser to help inspire transformational philanthropy during one of the most significant periods of growth in Shore Regional Health's history.

Duties & Responsibilities

- Cultivate and solicit major gift prospects. This will include working with existing donors as well as initiating new relationships with prospects with high capacity.
- Manage a portfolio of approximately 200 prospects/donors.
- Strengthen the commitment of current donors through individual meetings, site visits, phone calls, office visits, special mailings and other relationship-building correspondence and activities.

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- Conceive, plan, and implement cultivation and fundraising events targeting donors capable of major gifts, including board receptions, donor or prospect parlor meetings and special acknowledgment events for challenge grant contributors.
- Prepare regular progress updates for the Vice President and Board.
- Contribute to the ongoing development of tracking systems; maintain accurate, concise and timely records including gifts, pledges, bio data and donor actions.
- Work with development, communications and program staff to develop compelling materials to maximize fundraising results.
- Participate in and promote teamwork to accomplish the goals of the philanthropy office.
- Maintain a solid understanding of the organization's core program and policy issues.
- Actively contribute to development team planning and training sessions, fundraising and organizational strategic planning, and ongoing development, communications, and program meetings.
- Actively participate as a contributing member of the full staff and its overall mission.



Qualifications

Qualities and experiences that ideal candidates should display include:

- Bachelor's degree and at least five years of development experience with proven success in individual major gift fundraising in a large, complex health or university setting.
- Ability to clearly articulate the organization's mission and strategies to a broad range of people, both individuals and large groups.
- Demonstrated experience working with Raiser Edge fundraising software or a similar CRM platform.
- Demonstrated experience working with donors and volunteers.
- Demonstrated success working with information systems to support achievement of revenue goals.

- Strong project management skills. Ability to multi-task – must be highly detailed-oriented, organized, and motivated.
- Ability to work both independently and as a member of a team.
- Strong interpersonal skills, energetic and self-motivated.
- Proficiency with Microsoft Office and Adobe: Word, Outlook, PowerPoint, Excel Adobe Editor.

Preferred

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

- Fundraising experience in healthcare philanthropy.
- An advanced academic degree.
- Fundraising certification (CFRE, FAHP, CAP, CSPG or equivalent).

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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