



Job Description

JOB TITLE:	Ocala, Executive Director	DEVELOPED:	2/19/21
JOB CLASS:		REVIEWED:	
DEPT. NAME & #:	Foundation - 851102	REVISED:	
REPORTS TO:	Vice President, Foundation	CLASSIFIED:	

Our Mission is to extend the healing ministry of Christ.

We are more than healthcare. We are a family of caregivers who see what we do as a calling and treat every person, every time as if they were a loved one. We don't just heal what hurts. We ease minds and encourage spirits by providing a more personal level of care than ever before—physically, emotionally, and spiritually. Our mission is to Extend the Healing Ministry of Christ which starts with caring for others with uncommon compassion and going above and beyond to make those we serve, feel loved.

Wellness is at the core of what we do, focusing on living a better life today and always. We want everyone to *Feel Whole* and we see our work as a calling. This is how we make a difference. With our whole-person care, expertise and world-class resources we strive to provide an exceptional experience for all. With hospitals and facilities in over 9 states, our consistent approach to healthcare allows us to live our mission and ensure that our communities are living fuller, healthier lives.

GENERAL SUMMARY:

The Ocala, Executive Director will lead fundraising for AdventHealth Ocala hospital in the West Florida Division and manage their own major gift portfolio generating \$1 million or more per year in philanthropic gifts. The Ocala Executive Director will recruit physicians, community leaders, philanthropists, business leaders to serve on the AdventHealth Ocala Foundation Board, and/or other volunteer activities to raise funds and awareness in the community for AdventHealth programs and services. The Ocala Executive Director will actively manage a major gift portfolio to raise philanthropic dollars in addition to managing the Foundation Boards.

The Ocala, Executive Director must actively participate in outstanding customer service and accept responsibility in maintaining relationships that are equally respectful to all.

The Ocala, Executive Director must focus on major gifts, board engagement and development, physician and employee engagement. Specifically, the Ocala, Executive Director is charged with the following duties:

PRINCIPAL DUTIES AND JOB RESPONSIBILITIES:

Demonstrates, through behavior, AdventHealth's core values of Integrity, Compassion, Balance, Excellence, Stewardship, and Teamwork.

- Successfully manages a portfolio of major philanthropic donors using the Moves Management Process to generate \$1 million+ per year to support AdventHealth Ocala.
- Maintain long-term relationships with local and national potential major gift donors including philanthropic Foundation leaders, corporate executives, community leaders and AdventHealth Hospital Executives.
- Builds and maintains a strong volunteer Foundation Board to raise awareness and funds to support Ocala and ensures 100% giving for all Board Members.
- Boards should include physicians, community leaders and philanthropists. Provide mentorship and training to the development professionals by modeling the way and utilizing national best practices in fundraising.
- Develops former patient constituencies through engagement of physician and clinician partners and through direct partnerships with patients and their family members.
- Utilize prospect research, analytics and other business intelligence to focus or optimize engagement.
- Develop philanthropic funding plans in concert with the Regional VP and market-based health care organization leadership.
- Assist the Foundation West Florida team in operationalizing a comprehensive development program consistent with current industry best practices and performance benchmarks.
- Maintain an active computerized donor and prospect database. Prepare and submit contact reports and activity reports in a thorough and timely manner, enters information into the donor database system (NXT) in a timely manner. Achieves success in maintaining a high level of activity on the score card performance indicator.
- Recruit Chairs, Committee, Board Members for philanthropic area of responsibility.
- Other Duties as assigned.

OTHER SKILLS:

- Self-driven, results-oriented with a positive outlook, and a clear focus on high quality major gift solicitation. A natural forward planner who critically assesses own performance. Mature, credible, and comfortable in dealing with senior managers, company executives, board members and grateful patients. Reliable, tolerant, and determined. Empathetic communicator, able to see things from the other person's point of view. Well-presented and businesslike. Sufficiently mobile and flexible to travel within the West Florida area. Open to new experience, responsibility, and accountability. Able to get along well with others and be a team-player.

KNOWLEDGE AND SKILLS PREFERRED:

- Ability to create, compose, and edit written materials
- Knowledge of fundraising software applications such as NXT
- Knowledge of Wealth Screening tools such as Target Analytics

EDUCATION AND EXPERIENCE REQUIRED:

- Bachelor's degree
- Five or more years' experience as an Executive Director in a regional or national organization with an active major gifts program that is part of an overall development effort, or five years of successful experience in sales with a proven track record. While our focus and target donor base will be grateful patients, an in-depth knowledge of the West Florida region, corporate and civic community, or a proven successful territory development in a major market will be of value.
- Knowledge of fundraising best practices, writing and organizing a case for support and campaign planning and execution.
- Outstanding written and verbal communication skills. Able to effectively express ideas and views through public speaking, presentations, reports, and professional correspondence with specialization in pledge agreements and solicitation follow up letters. Exceptional people management, leadership skills, and the capacity to relate to people in a manner that wins confidence, builds trust and establishes support.
- Strategic vision and thinking. Ability to position the organization for the future, looking beyond the present situation to conceptualize key trends and identify viable fundraising opportunities. Strong business acumen, emotional intelligence, and capacity; able to think strategically and implement tactically.

LICENSURE, CERTIFICATION, OR REGISTRATION REQUIRED:

- CFRE preferred

The above statements reflect the general duties and responsibilities necessary to describe the principal functions of the job, as identified, and shall not be considered an exhaustive list of job responsibilities which may be inherent in the job. Responsibilities are subject to change.

