

Director of Development - Oncology

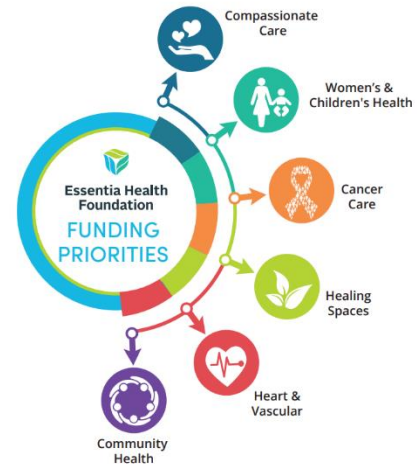
Position Profile

Introduction to Essentia Health

Essentia Health is an integrated health system serving patients in Minnesota, Wisconsin, and North Dakota. Its headquarters is in Duluth, MN. The system serves communities through the mission of being called to make a healthy difference in people's lives. Its values of quality, hospitality, respect, joy, justice, stewardship, and teamwork are at the core of providing the highest quality healthcare services to the people they serve.

Essentia Health Foundation, founded in 2004, funds programs that directly benefit patients, families, and local communities. Its funding priorities are compassionate care, women's and children health, cancer care, healing spaces, heart & vascular, and community health. Essential Foundation oversees 10 affiliate foundations throughout the Upper Midwest.

A Comprehensive Health System



The Opportunity

The incoming Director of Development-Oncology, as the first-ever position to raise systemwide funds for Essentia Health oncology, will realize a remarkable career opportunity.

The Director of Development can leverage the support of an *entire health system*—diverse resources, expert knowledge, and the ability to collaborate with fundraising and medical professionals across 10 affiliate foundations—to achieve their oncology fundraising goals. They will have the flexibility to craft and tailor fundraising strategies for generous communities spanning the region. They will steer major campaigns that build clinics and transform care for tens of thousands. And their success will be upheld as a model for others, ushering in a new, systemwide fundraising model for Essentia Health.

Even more importantly, in generating funds to enhance oncology care at Essentia Health, this individual will change the lives of cancer patients across the region.

The incoming Director of Development will cultivate significant philanthropy: major gifts that fuel best-in-class healing environments, elevate programs, upgrade technology, and ensure patients receive compassionate, holistic care. In doing so, this individual will contribute to the continued growth of a leading health system—and impact the lives of thousands battling cancer.

This is an unprecedented opportunity: to build relationships with health experts, leaders, and philanthropists across the region. To work with the bright minds and expansive resources of an influential health system. To pioneer a new fundraising model. And to improve care and treatment for those fighting a devastating disease.

About the Position

The Director of Development-Oncology, a new position at Essential Health Foundation, will build a robust major gifts program focused on oncology across the Essentia Health System. The Director of Development – Oncology has the opportunity to work remotely and will travel throughout Essentia Health’s service area. To achieve success, the new Director of Development will work with the system’s 10 affiliate foundations—their executive leaders and boards—to support and implement strategies that will increase financial support for cancer care provided in its clinics in Minnesota, Wisconsin, and North Dakota. The Director of Development-Oncology will report to the President and Chief Development Officer of Essentia Health Foundation, with a strong working relationship with the operations administrators of Essentia Health Cancer Centers, and frequent interaction with the East and West Markets’ leaders and their teams.

The Director of Development-Oncology will:

- be a dynamic, creative, and donor-focused fundraising leader;
- have a thorough knowledge of fundraising principles, strategies, and tactics, especially with, major gifts, grateful patient programs, and planned gifts;
- collaborate across multiple fundraising teams and with constituents, physicians, foundation boards, and community partners; and
- have a passion for the mission of the Foundation, specifically for the care, treatment, and cure of individuals with cancer, and embrace the Foundation and Hospital Systems values.

Key Position Functions

Donor Strategy and Portfolio Management — Develop and implement long-range and short-range strategies and plans to identify, cultivate, solicit, and steward prospects to support the Oncology service line. Gathers data, assesses prospects, and develops strategies designed to realize the current and lifetime giving potential of individual prospects for major gifts and estate gifts. Develop and implement individual donor-centered plans for the assigned portfolio. Builds and maintains relationships with top-tier prospects in the portfolio. Work closely with East and West Market leaders and their development staffs to identify prospects.

Donor Cultivation and Solicitation — Cultivate a stream of donors capable of making major gifts of \$10,000 or more and planned gifts to Essential Health Foundation. Ensure timely steps are taken toward qualification, cultivation, and solicitation. Cultivate and solicit major gift support in a way that allows the donors’ philanthropic interests to advance the Foundation’s priorities. Support Essential Health Foundation Legacy Society by planning events, stewarding, and cultivating new members.

Foundation Strategy – Lead the strategic direction for affiliate board leadership and executive directors in support of Essentia Health Foundation’s overall strategy and objectives for cancer support fundraising. Provide support to the boards in fundraising activity including training, development of materials, and ongoing donor cultivation efforts.

External Relationships and Partnerships — Develop relationships with the philanthropic stakeholders associated with the Essential Health Foundations. Manage and cultivate relationships to achieve the full fundraising potential for oncology in those communities. Support the Foundation President, the East and West Markets’ leaders and staffs in relationship building.

Internal Relationship Management and Collaboration —Coordinate and collaborate with Foundation and other system-wide teams to develop and implement fundraising programs and practices to support oncology. Participate and leverage other fundraising activities and events as part of the strategy to support oncology. Build and maintain positive working relationships with physicians, clinicians, administrators, and other key health system constituents to understand and promote fundraising priorities and opportunities.

Donor Relations and Stewardship—Develop and maintain strong relations with donors, funders, and community stakeholders. Initiate and maintain positive relationships with major donor prospects, current donors, and former donors. Develop appropriate and respectful donor development, solicitation, and stewardship plans. Guide and support executive leaders in identifying and developing donors.

Development Operations—Support the infrastructure with tracking donor data and reporting, donor relations, gift acknowledgement and gratitude activities, donor tracking and results. Establish, monitor, and report on development activity for oncology and contribute to the budget process. Ensure Foundation President, East and West Market Executive Directors, and all the boards receive accurate, timely, and meaningful reports.

Communication – Represent Essentia Health Foundation to community and philanthropic stakeholders and leaders. Communicate a clear and compelling case for oncology support. Ensure that all Oncology development communications, including digital fundraising platforms, have the Foundation brand and voice.

Position Competencies and Expertise

- Fundraising principles, strategies, and tactics
- Ability to build networks
- Approachability
- Collaborate across teams and with community partners and diverse audiences
- Compassion
- Drive for results
- Effective communicator
- Instills trust
- Integrity, ethics, and values
- Interpersonal savvy
- Listening
- Perseverance
- Persuasion
- Situational adaptability to adjust plans and tactics
- Strategic mindset
- Time management

Qualification Requirements

Required

- Bachelor’s degree
- Minimum five years of broad-based fundraising experience (annual, major, planned gifts, events, etc.)
- Major gift (\$10,000+) solicitation and closure
- Portfolio management experience

- Competency with Raiser’s Edge or comparable donor data base
- Ability to travel
- Valid driver’s license, safe driving record, and proof of motor vehicle insurance

Desired

- Experience with Grateful Patient Program
- Fundraising experience in higher education, medical school, or complex nonprofit organization
- Capital campaign experience
- CFRE

Application Process

Benefactor Group is pleased to be assisting the Essentia Health Foundation with this search. Applications will be reviewed as they are received. All applications are considered highly confidential. To be considered for this position, please send a cover letter and resume to:

Benefactor Group Recruitment Team

HR@benefactorgroup.com

<http://www.benefactorgroup.com>

To learn more about the Essentia Health, visit: <https://www.essentiahealth.org>.

Essentia Health strongly encourages and welcomes a diverse pool of applicants. Essentia Health is an Equal Opportunity/Affirmative Action Employer. Essentia Health does not discriminate in employment because of age, color, creed, culture, disability (physical or mental), ethnicity, familial status, gender identity or expression, genetic information, language, local Human Rights Commission activity, national origin, military service, race, religion, sex, sexual orientation, socioeconomic status, or public assistance status.