

## **MADELIA COMMUNITY HOSPITAL & CLINIC**

SUBJECT: Foundation Executive Director Job Description	REFERENCE #
	PAGES: 4
DEPARTMENT: Foundation	EFFECTIVE:
	REVISED: 4/11, 6/15, 10/15, 7/20
APPROVED BY:	

### MISSION STATEMENT

The Foundation exists to be stewards of donations given to support the state-of-the-art healthcare services provided by Madelia Community Hospital & Clinic.

### ESSENTIAL DUTIES AND PRIMARY JOB PURPOSE

Plans, develops, implements and oversees all fund raising activities for the organization based on a formalized, approved fund development program and marketing strategy that assures adequate funding for services, programs and special projects. Directs activities of the development department and provides leadership and direction to staff. Actively promotes the organization within the community to ensure a broad base of funding resources.

### REPRESENTATIVE TASKS & MAJOR RESPONSIBILITIES

1. Carries out all policies established by the Foundation Board of Directors. Supervises Foundation employees; supervises and provides support for Foundation volunteers.
2. Manages the business affairs of the Foundation to ensure that funds are collected and expended to the best possible advantage. Develops and coordinates all established and new activities pertaining to financial development including but not limited to programs for planned and annual giving, major gifts, matching gifts, memberships, endowments, bequests and capital campaigns. Plans and directs all foundation and corporation solicitations and appeals.
3. Maintains Foundation records including the donor database. Coordinates activities with direct mail companies and oversees direct mail, e-mail, and virtual campaigns. Conducts regular analysis of donor data.
4. Solicits gifts from foundations, corporations, community organizations and selected individuals. Meets with donors to discuss current gifts, multi-year donations, specific projects, capital campaigns, and planned giving opportunities. Develops and coordinates a plan for donor recognition, retention, renewal and upgrade. Responds to donor concerns and requests. Identifies and follows up with major donor prospects.
5. Plans and directs marketing of fund raising efforts. Develops new projects and concepts to provided current and long-term funding for the organization. Provides a comprehensive analysis of department activities and fund raising programs. Submits periodic and special reports to the Board as required.
6. Develops and directs special event fundraisers and analyzes financial outcomes.
7. Works with the Finance Committee to prepare and propose an annual budget showing

## MADELIA COMMUNITY HOSPITAL & CLINIC

SUBJECT: Foundation Executive Director Job Description	REFERENCE #
	PAGES: 4
DEPARTMENT: Foundation	EFFECTIVE:
	REVISED: 4/11, 6/15, 10/15, 7/20
APPROVED BY:	

expected receipts and expenditures for review and approval by the Madelia Community Hospital, Incorporated, d/b/a Madelia Community Hospital & Clinic (MCHC) and the Foundation Board. Monitors revenue and expenses in relation to the budget.

8. Advocates for the organization at community events. Establishes positive relationships with community leaders and serves on local committees. Partners with community businesses, vendors and individuals. Regularly acts as organizational spokesperson to the community.
9. Provides information for the annual report as requested by MCHC.
10. Oversees the production and distribution of fund raising print materials such as letters, brochures and campaign packets. Regularly prepares media releases announcing any special needs of the facility and related donor opportunities.
11. Coordinates efforts with the Hospital CEO and Foundation Board of Directors to cultivate donors. Regularly holds fund raising and board development training sessions for the Board of Directors.
12. Writes grants to support the mission of MCHC. Maintains contact with grant program officers, providing information as requested. Writes follow-up reports as necessary.

### QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty and task satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

1. Demonstrate program management knowledge to include special event planning and production, building and maintaining a donor database. Must be skilled in analyzing financial matters and preparing financial reports relating to the program. Should possess the ability to plan, develop and implement fund raising strategies at both the project and organization-wide level. Should possess the ability to stay abreast of new developments in the business community that could impact on the fund development programming of the Foundation.
2. Demonstrate department management knowledge and abilities to include knowledge of budgeting principles and procedures, basic statistical methods, and decision-making techniques. Possess the ability to train and effectively direct the activities of department staff and volunteers.
3. Fund raising knowledge including basic fund-raising principles and techniques, fund-

## MADELIA COMMUNITY HOSPITAL & CLINIC

SUBJECT: Foundation Executive Director Job Description	REFERENCE #
	PAGES: 4
DEPARTMENT: Foundation	EFFECTIVE:
APPROVED BY:	REVISED: 4/11, 6/15, 10/15, 7/20

raising regulations, laws and licensing requirements. Knowledge of foundation and corporate funding opportunities, planned giving vehicles and trust administration, and tax exempt giving. Demonstrate knowledge in proposal and grant writing, and the ability to plan and direct capital campaigns, annual, deferred and endowment programs.

4. Demonstrate knowledge of marketing strategies and practices, media operations. Ability to oversee production of print materials, coordinate direct mail solicitations and conduct feasibility studies for selected projects. Must have the ability to interpret community demographics and design campaigns accordingly.

### MCHC PERFORMANCE EXPECTATIONS (for all MCHC caregivers):

1. Communications:
  - Demonstrates the ability to communicate with internal and external customers in a respectful and effective manner.
  - Provides open and effective communications on work related issues to resolve conflict and/or problems.
2. Teamwork:
  - Participates as a supportive member of the entire MCHC team to provide the best service for all customers.
  - Proactively works to be a contributing member; participates in and supports the team decisions and outcomes.
  - Actively solicits other team members' ideas.
3. Patient Service/Customer Satisfaction:
  - Satisfaction: Demonstrates high level of both internal and external customer service orientation.
  - Responds in timely manner to all patients and internal customer requests.
4. Support for Hospital Mission, Vision and Values:
  - Demonstrates an attitude that is supportive and consistent with the mission of Hospital.
  - Follows all policies and procedures.
  - Adheres to professional and legal standards.
5. Continuous Quality Improvement:
  - Identifies opportunities to address improvement activities.
  - Works with the Hospital team to design and implement solutions.
  - Seeks self-development activities to improve knowledge and skills pertinent to Hospital goals.

**MADÉLIA COMMUNITY HOSPITAL & CLINIC**

SUBJECT: Foundation Executive Director Job Description	REFERENCE #
	PAGES: 4
DEPARTMENT: Foundation	EFFECTIVE:
	REVISED: 4/11, 6/15, 10/15, 7/20
APPROVED BY:	

**JOB REQUIREMENTS:**

- Physical demands: sitting, minimal standing and walking.
- Strong communication skills.
- Special demands: aptitude for detail, numerical ability, and accuracy.
- Have initiative to look beyond the scope of the job.
- Be a self-starter with little or no supervision.
- Must have the ability to achieve expectations as stated in the above job description.

**QUALIFICATIONS:**

- Education: Bachelor's Degree required. Degree in Non-Profit Management, Healthcare Administration or Business Administration preferred.
- A minimum of two or more years in fundraising, with capital campaign and virtual/online experience preferred.

**JOB RELATIONSHIPS:**

- Reports to Foundation Board and Hospital Governing Board/CEO.