



**Position Title: EXECUTIVE DIRECTOR of PECM Hospital Foundation**  
**Effective: March 2018**

**Reports to:** the Board of Directors of the Foundation through the Chair (or designate)

**Supervises:** Donations and Communications Coordinator  
Capital Campaign Manager  
Contract Staff  
Volunteers relative to Administrative Services

**Position Summary:**

The Prince Edward County Memorial Hospital Foundation exists to ensure adequate funds are raised from the local community to provide for the purchase of equipment needed by the hospital, as required by the Ministry of Health and Long Term Care. In addition, when required, the Foundation will assume leadership for raising Ministry required community share donations for major capital projects.

The Executive Director is the staff lead for the work of the Foundation. The ED plans, develops, manages and administers a comprehensive fund development program averaging \$600,000 per year. This includes annual giving, major gifts, planned giving, grant writing and the planning and executing of fund raising events.

*N.B. - In February, 2018, Quinte Health Care Corporation (QHC) and the local community received approval of Stage 1 of a five-stage MOHLTC process for building a new hospital in Prince Edward County. The Foundation has begun a Capital Campaign to raise the \$12.7 Million required as the community's share of the build, plus additional related costs. Up to 35% of the ED's time is expected to be dedicated to this Campaign in the next several years. This Job Description includes specific elements (in italics) related to this one-time Capital Campaign.*

With input from the Board of Directors, the Executive Director establishes and implements goals and strategies to meet the philanthropic needs of the organization. The ED is the principal staff liaison between PECMHF and QHC, and participates actively in QHC's process for determining equipment needs. In concert with the Chair of the Board of Directors, the ED is the spokesperson for the Foundation in the community. As stewards for donor funds, the Foundation Board relies on the Executive Director to ensure quality assurance protocols and procedures are in place and implemented. The role requires significant community engagement in the Quinte area, including outside of regular work hours.

## **Main Deliverables:**

### **Fund Raising**

- Establish and oversee policies and procedures related to the implementation and management of a professional and effective fund raising program including annual giving, major gifts, planned giving, and fund raising events
- Ensure that up to date policies and procedures are in place and being followed
- Research available grants, and complete and submit applications
- Continually increase Board knowledge of strategies to improve revenues – community profile review, donor data reports, fund raising best practices, etc.
- Develop annual fund raising goals in conjunction with the Board of PECMHF and through active participation in the QHC capital prioritization process
- *Provide leadership and support to the Capital Campaign Manager in a team environment*
- *Participate in the identification, cultivation and solicitation of major individual gifts*
- *Participate as a member of the Campaign Advisory Committee or Campaign Cabinet Committee as required*
- *Ensure the Board is knowledgeable about the ongoing Capital Campaign process and the role of its members in supporting the Campaign*

### **Administration**

- Direct all Foundation administrative functions
- Oversee the preparation and presentation of all financial records including income and expense reports, annual financial targets and outcomes/accomplishments and annual budget preparation in conjunction with the Board
- Oversee, motivate and support/mentor staff in the setting of annual goals, communications, gift processing and report generation to ensure maximum productivity in a team working environment
- Attend and participate ex-officio with the QHC Senior Leadership Team, including Priorities and Planning meetings, Directors' and Managers' meetings, Equipment Needs determination
- Liaise with local hospital administration to be fully informed and to respond on corporate objectives
- Oversee database management and relevant report production
- Ensure staff support to the Board and its Committees including agenda development, material preparations and distribution, and coordinating other staff attendance as required.
- Provide a productive working environment for staff through appropriate direction, physical space and resources to accomplish tasks
- Ensure appropriate selection, training, professional development, performance appraisal and recognition processes are in place for staff
- Participate in training and professional development opportunities supportive to the work of the Foundation

### **Strategic Direction Planning**

- With the support of the Donations and Communications Coordinator, manage public, community and media relations to enhance the Foundation image and reputation in the community and to respond to issues and develop future engagement opportunities
- *Provide leadership to the Capital Campaign Manager and the Donations and Communications Coordinator in public, community and media engagement for the Capital Campaign*
- Prepare input for Board's annual review of the Strategic Plan and participate in delivery of outcome activities as required

### **Redevelopment Project**

- *Participate as a member of the Local Health Integration Network- and QHC-led committees as required (e.g., Redevelopment Advisory Committee, Redevelopment Steering Committee)*
- *Participate and present at public events related to the Redevelopment Project as required*

### **Qualifications and Skills:**

- College diploma in business or related field and/or professional designation, e.g. CFRE
- Proven competence (minimum five years) in professional fund raising, with increasingly responsible experience in the not-for-profit sector
- A self-starter, able to work independently and as a member of a team
- *Demonstrated capabilities for undertaking leadership of a Capital Campaign*
- Demonstrated leadership, team building, coaching and relationship management experience in the not-for-profit sector
- Strong and persuasive written and verbal communication skills
- Creative, enthusiastic and experienced presentation style
- Superior computer-based skills for reports, presentation development and data management oversight
- Experience with a donor database system, preferably Donor Perfect
- Experience working with a not-for-profit Board
- Experience managing and supporting staff and volunteers
- Has or will obtain a vulnerable sector police check