



Position Specification

Association for Healthcare Philanthropy

President & CEO

2017



CONFIDENTIAL POSITION SPECIFICATION

Position	President & Chief Executive Officer
Organization	Association for Healthcare Philanthropy
Location	Washington, DC
Reporting Relationship	Reports to the Board of Directors
Website	http://www.ahp.org

ORGANIZATION BACKGROUND

The Association for Healthcare Philanthropy (AHP) is an international professional organization dedicated exclusively to developing the men and women who encourage charity in North America's health care organizations. Established in 1967, AHP is the source for education, networking, information and research in health care philanthropy.

AHP's 4,400 members represent more than 2,200 health care facilities around the world. They embody all aspects of health care from chief philanthropy officers, to major gift officers, annual campaign managers, event coordinators, and grant writers. AHP engages with these development professionals in all sectors of health care including:

- Community and private hospitals
- Foundations
- Healthcare systems
- Medical centers
- Children's hospitals
- Teaching hospitals and medical institutions
- Long-term care facilities
- Hospices
- Advocacy groups
- Specialty hospitals

AHP recently introduced a bold three-year strategic plan which was designed to drive value for members while offering a transformative blueprint for the future. Authored by the Board of Directors, the strategic plan establishes a new direction for the organization by integrating emerging technologies to enhance operational performance and better engage members, creating cutting edge approaches to help fundraisers and development professionals stay in front of evolving industry trends, and providing access to the latest in thought leadership to keep hospital CEOs and other key decision-makers informed on the developing relationship between the health care community and philanthropic organizations.



Specific Initiatives include:

Thought Leadership:

- Enhance the organization's value proposition in the market place by establishing itself as the preeminent resource for ideas, tools and resources for professionals working in health care philanthropy.
- Provide data and establish metrics to measure industry trends and organizational impact to the C-Suite and key decision makers in the health care space.
- Produce white papers, guest editorials and blogs to keep members informed of the changing philanthropic market and opportunities to transform with those changes.

Membership & Community Engagement:

- Engage better with members through more frequent interaction to gauge their challenges and develop compelling programs and resources to drive overall value.
- Engage professionals, volunteers and partners in diverse global and vibrant communities to expand visibility and attract new members to the organization.
- Collaborate and partner with peer organizations to increase AHP's impact on the industry and connect members with outside resources for professional development.

Enhanced Offerings:

- Invest in infrastructure that will support the creation, curation and delivery of educational offerings for members.
- Partner with health care systems to provide on-site education at their facilities.

KEY RESPONSIBILITIES

The President & CEO is a strategic leader who delivers on AHP's mission to inspire, educate and serve those transforming health care through philanthropy. S/he will oversee all aspects of AHP, ensuring high quality member services, combined with strong fiscal, legal and ethical integrity of the association. The President & CEO is responsible for the management and development of 20 employees and a nearly \$4 million budget. S/he works collaboratively with the board to create innovative programming to drive value for membership investment.

Primary duties and responsibilities include:

Organizational Leadership and Management:

- Implements the robust goals, objectives and programs as outlined in the strategic plan to grow the organization and increase relevance with members. Works with Board of Directors to benchmark progress and partners with the Board to update association goals on an annual basis.
- Provides guidance to the Board of Directors and committee leadership on policy matters, emerging trends, and other issues as appropriate.
- Maintains a transparent relationship with the Board, and provides frequent reports on strategic, operational, and programmatic matters impacting the organization.
- Establishes open communication and cooperation between the Board and all levels of staff, and develops high level of respect and trust between all parties.

Membership Engagement:

- Works with team to increase membership and broaden exposure for the organization



- with target audiences.
- Ensures AHP offers a customer service culture and that AHP offers a strong, competitive value proposition to existing and potential members.
- Engages with members on a regular basis to gauge how the organization can best serve their constituents, develop new programs to maximize participation, and ensure member satisfaction.
- Evaluates metrics, data and communication with members to make recommendations to the Board on new/enhanced products and services to continually strengthen the value of membership.
- Enhances programs, products and services that allows AHP to provide members with a continuum of educational offerings.

External Affairs and Revenue Generation:

- Serves as the organization's primary spokesperson, brand champion, and advocate; increases AHP's visibility and distinguishes the organization as the thought leader in Health care Philanthropy.
- Strongly and positively represents and promotes the organization and the philanthropy profession.
- Drives collaborative partnerships with key industry leaders and peer organizations to address emerging trends and challenges facing philanthropy professionals.
- Advocates for the membership before key government bodies on public policy issues impacting health care philanthropy.
- Actively drives AHP's long-term financial growth and stability to secure investments from a diversity of sources and grow membership for the organization.

Administration and Operations:

- Recruits, develops, and leads staff to manage programs and services of the association in support of the strategic plan, operational goals and objectives; fosters a collaborative, team-oriented culture.
- Provides inspiring leadership and ensures internal culture supports the mission while promoting synergy and collaboration across the organization.
- Develops strategies to enhance the overall financial health of the organization. Presents an annual budget that is aligned to AHP's strategic plan for review and approval by the Board of Directors. Provides fiscally responsible administration; understanding all aspects of financial planning, budgeting, and investments in an effort to maintain and enhance the association's position.
- Implements new technology platforms to enhance operational performance and better engage AHP's members and the community.

PROFESSIONAL EXPERIENCE AND QUALIFICATIONS

The ideal candidate will be a strategic and visionary leader, with a minimum of 10 or more years of senior leadership experience within an association, philanthropic organization, or foundation of a similar or larger scale and scope. Experience working in close collaboration with a volunteer Board of Directors is optimal.

The President & CEO will be an energetic, inspirational and unifying leader, and should possess the following:

- Charisma and effective communication skills culminating in to a strong spokesperson for the



organization.

- Demonstrated knowledge of the changing health care landscape, and a drive to keep abreast of trends, innovations, new models, structures and approaches to shape the profession.
- Political savvy to build and sustain relationships with many external constituencies including: peer organizations, government agencies, health care organizations, and the media.
- Demonstrated success in growing topline revenue and diversifying and growing membership across a variety of sectors.
- Strong business and financial acumen with key senior management experience including strategic planning, membership services, financial management, marketing, branding, professional conferences, programs, publications, development and advocacy.
- Results-oriented and a good manager of assets – people, money, and time.
- Experience leading change in a dynamic environment. Able to anticipate sector developments during a time of uncertainty and identify opportunity.
- Solid knowledge of philanthropy and fund development, along with significant familiarity with the health care industry.
- Outstanding communications and interpersonal skills, including the ability to build consensus around new ideas. Listens well, provides stewardship and servant leadership.
- Willingness to travel domestically and internationally.

EDUCATION

An undergraduate degree is required. An advanced degree is highly desired.

COMPENSATION

A competitive compensation package will be made available to the qualified candidate.

KORN FERRY CONTACTS

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