



Senior Director of Development, Research & Innovation  
Children's Hospital Foundation  
Washington, D.C.  
<http://childrensnational.org/>

*Send Nominations or Cover Letter and Resume to:*

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### ***The Opportunity:***

#### ***Building the Future of Pediatric Medicine***

As the leading children's health system in the Washington, D.C., area and the only freestanding children's hospital between Philadelphia and Atlanta, Children's National Health System is dedicated to caring for children and its community. It aims to excel in clinical care, advocacy, research, and education while providing a quality healthcare experience for its patients and their families. Children's National improves health outcomes for children and leads in the creation of innovative solutions to pediatric health challenges. Children's has risen from #10 to #5 in *U.S. News & World Report's* overall rankings of pediatric hospitals and is ranked #1 in the nation for newborn intensive care.

The Senior Director of Development for Research & Innovation will be part of a growing, dynamic fundraising team that is reshaping the culture of philanthropy throughout the entire system. As Children's national rankings have risen, so too have its philanthropic ambitions. The Senior Director, reporting to the Associate Vice President for Corporate and Community Giving, will create and lead a comprehensive multi-year fundraising strategy for Children's National Health System's new [Research & Innovation Campus](#) and the [Children's Research Institute](#).



*Video: The Future Is Now | Children's National Health System*

The new campus, slated to open in 2020, features nearly 16,000 square feet of research and innovation space, doubling the research footprint and providing an ecosystem for investigation and invention. With this expansion, Children's National will pursue new high-impact opportunities in pediatric genomic and precision medicine. A critical component of success is the co-location of Children's National research with key partners and incubator space, creating an ecosystem for nurturing innovation from discovery to commercialization.

These advances will span new drugs, medical devices, precision diagnostics, and health technologies.



The Children's Research Institute is Children's National's research enterprise, with areas including neuroscience, translational science, genetic medicine research, pediatric surgical intervention, cancer/immunotherapy research, and other research priorities. Through integrated multidisciplinary



programs, the Children's Research Institute is transforming treatments in the areas of childhood cancer, rare genetic disorders, developmental disabilities, behavioral disorders, and surgical conditions.

This ambitious endeavor will require the foresight and commitment of many partners. This includes city and corporate leaders and philanthropists willing to invest in the future

Children's envisions. Generous financial support is essential for building this launchpad for medical innovation and making it a global powerhouse.

## **Position Overview: Senior Director of Development for Research & Innovation**

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The Senior Director will lead all philanthropic activities of the Children's Research & Innovation Campus and the research enterprise, with a focus on corporate and foundation giving. S/He will have one direct report and will work closely with center leaders to develop fundraising strategy and build a robust portfolio of corporate, foundation, and individual funders. In addition to achieving a personal fundraising goal of \$3 million to \$5 million per year, s/he will lead the strategy and collaborate with foundation relations, corporate partnerships, major gifts, planned giving, and other units within the Foundation to increase and diversify philanthropic revenue in support of research with a goal of raising \$50 million to \$100 million over the course of the next five-plus years.

The successful candidate will be a strategic thinker with excellent verbal and communication skills and an energetic new business development professional with a proven track record of success. A minimum of 12 years of applicable experience with a background in corporate and research fundraising is preferred.



### ***Minimum Education:***

Bachelor's degree.

### ***Minimum Work Experience:***

- At least 12 years of experience in fund development in progressively responsible roles. Advanced degree or training will be given additional consideration.
- Demonstrated track record of exceptional fundraising activities, including successful identification, cultivation, and solicitation of seven- to eight-figure institutional gifts and grants.
- Experience in effectively leading fundraising activities in large, complex environments with the ability to generate, plan, and execute best-in-class fundraising ideas.
- Experience in raising funds for basic and translational research programs strongly preferred.
- Outstanding verbal and written skills to effectively communicate with donors, volunteers, institutional leaders, faculty, and staff.
- Experience in the development and oversight of budgets.
- Poise, initiative, energy, and professional confidence. A high level of professionalism, compassion, creativity, and integrity coupled with an ability to earn the confidence of a wide range of internal and external constituents.
- Demonstrated success building and leading volunteer and professional staff teams, leading institution-wide initiatives, and in staffing committees and boards.
- Experience effectively managing professional fundraising staff.
- Skilled in the development and use of performance data and fundraising analytics.

### ***Accountabilities:***

#### **Growth**

1. Look across departments for opportunities to make the organization more effective.
2. Recognize and share innovation and improvement.
3. Represent the Department in organization-wide innovation and improvement efforts.
4. Monitor and grow the Department's capacity for change.

## **Strategic Direction**

1. Design, articulate, and implement a comprehensive, multi-year fundraising program or fundraising support strategy for each center, institute, or program under the direction of the position.
2. Implement a system of metrics to measure and prove the success of the strategies in place, including related activities, in conjunction with any specific fundraising metrics required by the Foundation.
3. Ensure the effective working relationship between center, institute, or program leadership, physicians and faculty, and the Foundation, serving as the primary conduit of communication.
4. Serve as a Foundation representative at a high level across the institution.

## **Management**

1. Promote a culture of high performance and continuous improvement among team members under direction.
2. Coach team members in effective fundraising techniques, creative implementation of strategy, and devising sound solutions to problems.
3. Determine, implement, and account for performance metrics of team members and their success in reaching acceptable performance.
4. Recruit and retain members of the team to support the execution of fundraising strategies.
5. Ensure that team members effectively document activity using Foundation database tools.
6. In conjunction with other Foundation team members, ensure delivery of timely, compelling, and accurate fundraising proposals for the areas of responsibility.

## **Fundraising**

1. Lead the successful identification, cultivation, solicitation, and stewardship of existing, as well as prospective, funders' areas under management, resulting in \$3 million to \$5 million raised annually; consistently deliver best-in-class fundraising, ensuring a high level of donor satisfaction.
2. Manage and grow a personal portfolio of institutional major gift prospects, which will include conducting 100+ donor visits throughout the year.
3. Lead all efforts for the fundraising success of any center, institute, program, or initiative as assigned.
4. Appropriately support leadership and volunteers in fundraising as appropriate.
5. Maintain and grow the pipeline of potential major and principal donors for assigned areas.
6. Provide a high level of service to internal and external constituent groups, which may include prospective donors, current donors, Board Members, hospital leadership, and faculty.

## **Deliver**

1. Set and achieve departmental goals.
2. Align budgets and resources to meet division goals.
3. Monitor and support a safe and quality environment.
4. Focus the team on service excellence and make the interdepartmental connections needed to ensure high service.

## Engage

1. Clearly communicate organizational strategies to the Department.
2. Ensure managers hold the team accountable for high performance.
3. Support managers in maintaining a positive working environment.
4. Represent the Department in clearing obstacles to high performance.
5. Look for and develop high-performing talent.

*Children’s National Health System is an equal opportunity employer that evaluates qualified applicants without regard to race, color, national origin, religion, sex, age, marital status, disability, veteran status, sexual orientation, gender, identity, or other characteristics protected by law.*

## Children’s Hospital Foundation Overview

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Children’s Hospital Foundation, the fundraising arm of Children’s National, has seen much success in supporting the needs of an ambitious institution. In 2011, the Foundation surpassed its most recent campaign goal, the *Transforming Children’s Health* campaign, raising over \$500 million. It secured a \$150 million gift — the single largest gift ever made to a pediatric medical institution. Success is also reflected in a rise in staffing, having grown from 53 to approximately 100 employees since 2011.

For the current fiscal year that began on July 1<sup>st</sup>, the overall goal for the Foundation is \$84 million, which is on track to be met.

## Children’s National Health System Overview

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Children’s National is ranked in all 10 specialties in the 2018 – 2019 *U.S. News & World Report’s* “Best Children’s Hospitals Honor Roll.” It achieved Top 10 honors in neonatology, neurology and neurosurgery, nephrology, cancer, orthopedics, pulmonary, and diabetes and endocrinology. Also, of note, Children’s ranks seventh among pediatric hospitals in funding from the National Institutes of Health, with a combined \$40 million in direct and indirect funding, and transfers the latest research insights from the bench to patients’ bedsides.

As the only health system exclusively for children in the Washington, D.C., metropolitan area, it operates with the belief that every child should be cared for by professionals who have devoted their careers to children’s medicine. Serving the nation’s children for almost 150 years, it is a proven leader in the development and application of innovative new treatments for childhood illness and injury. Its

internationally recognized team of pediatric healthcare professionals treats more than 300,000 patients each year who come from throughout the region, nation, and world.

## Leadership

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**DeAnn Aston Marshall, M.H.A.**  
***President, Children's Hospital Foundation***

DeAnn Marshall joined Children's National in April 2017 as President of the Children's Hospital Foundation.

She brings exceptional development leadership experience from two nationally recognized pediatric peers, Children's Hospital of Pittsburgh (UPMC) and Children's Hospital Los Angeles (CHLA). At CHLA she exceeded fundraising targets and raised \$250 million in unrestricted gifts in just over four years, more than any other children's hospital in the nation.

In addition to leading CHLA's Foundation, DeAnn also served as Chief Marketing Officer, successfully transforming the hospital's overall brand. While there, she created alliances aimed at enhancing the visibility of CHLA among key audiences, including the sports, entertainment, and business industries, and developed strong interpersonal relationships with physicians and executives throughout the region. She brings experience in government relations and academic medical center leadership and administration to her new role.

DeAnn is the author of the chapter "Creating a Strong and Effective Brand Identity" in *Maximizing Marketing Communications Strategies*, Aspatore Books 2012. In addition, she was profiled as an expert in the book *Sell with a Story*, which explored her proficiency in crafting unique stories to convey an organization's value proposition and drive toward decisions. DeAnn is Vice Chair of the MedicAlert Board of Directors.



**Julie Butler**

***Associate Vice President, Corporate and Community Giving***

Julie Butler joined Children’s National in April 2012 in the newly created position of Director of Development for the Sheikh Zayed Institute for Pediatric Surgical Innovation. In this role, she helped sustain the Institute, focusing on philanthropy and strategic partnerships.

In December 2013, she was promoted to the Associate Vice President of Corporate and Community Giving position, leading a team of 22 in raising restricted and unrestricted funds through special events, foundation grants, corporate partnerships, and the Children’s Miracle Network.

Before joining Children’s National, Julie spent 23 years in progressive development positions at St. Jude Children’s Research Hospital, including Executive Director of International Partnerships, Senior Director of Field Operations, and Senior Director of Special Projects for the CEO. Among her accomplishments at St. Jude, she helped create their signature national corporate campaign, *Thanks and Giving*; led their Wall Street campaign for 12 years, raising more than \$25 million; organized their Professional Advisory Council of more than 100 corporate leaders; led a team of 85 staff members raising funds in 25 states; developed an international strategy for raising funds and sharing awareness with 25 international partner sites; and organized leadership events for the CEO, including fundraising events in London, Monaco, and in Washington, under the patronage of the King and Queen of Jordan.

**To learn more, call  
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or send nominations or cover letter and resume to:  
[zlum@LindauerGlobal.com](mailto:zlum@LindauerGlobal.com).**



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