



### Boyden Executive Search Contact

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### The Opportunity

The West Virginia University Foundation is searching for a skilled and highly motivated development professional to assist in its endeavors and take on the role of Executive Director of Development for the WVU Cancer Institute. This position is ideally suited for a forward-looking, imaginative, and dynamic fundraiser keen on guiding a growing team as they commence a significant building campaign.

The WVU Cancer Institute is deeply committed to providing advanced, innovative, and compassionate cancer care. Using a multidisciplinary approach that combines leading-edge technology with groundbreaking research, the Institute offers personalized treatment plans tailored to each patient. The success of pioneering programs such as the LUCAS mobile lung cancer screening unit and Bonnie's Bus-which brings lifesaving mammography services to underserved communities-demonstrates the Institute's leadership in both innovation and outreach. These programs have become national models, highlighting the WVU Cancer Institute's mission to make high-quality care accessible to all.

As Executive Director of Development, the successful candidate will join a team of motivated, passionate, and highly experienced fundraising professionals. This team has demonstrated a long-standing commitment to WVU and its regional mission of advancing education and healthcare. Many of the fundraising professionals have long tenures at the University. The incoming Executive Director will be welcomed into a collaborative and knowledgeable group dedicated to maximizing the philanthropic potential of the Institute and making a tangible difference in cancer care.

The WVU Foundation's fundraising team has a proven track record of success, and the Executive Director will benefit from this strong foundation while helping the team achieve new heights. Additionally, the role will work alongside Jamie Cooper Moales, MA, CFRE, the newly appointed Associate Vice President of Medical Development, Clinical Programs. Jamie, with nearly two decades of experience in healthcare and academic medical fundraising, adds fresh leadership to an already dynamic and mission-driven team.

Recognizing the necessity to mitigate further the impact of cancer in West Virginia, the WVU Health System is vigorously investing in cancer treatment, research, and education to secure the state's first National Cancer Institute designation. Recently, the state allocated \$50 million to support this ambitious objective, with the next goal being to construct a new cancer center.

The broader WVU Medicine health system, encompassing 24 hospitals across four states-West Virginia,

Pennsylvania, Maryland, and Ohio-maintains a family-like atmosphere despite its expansion. Employees across the three entities-the WVU Cancer Institute, WVU Medicine, and the WVU Foundation-are collectively committed to providing the highest quality of care for communities in the heart of Mountaineer Country.

Located in Morgantown, the flagship site of the WVU Cancer Institute is nestled in a growing community that retains a small-town ambiance while being close to major urban centers. Morgantown houses around 30,000 permanent residents and approximately 24,000 WVU students during the academic year. Major cities such as Pittsburgh, Cleveland, and Washington, D.C., are within a manageable driving distance. Moreover, West Virginia boasts unparalleled natural beauty, offering numerous opportunities for outdoor activities like hiking, skiing, whitewater rafting, camping, and sightseeing, all within the state's backyard.

This ideal candidate will have a bachelor's degree and 7-10 years of direct fundraising experience, with a preference for previous work in an academic medical center or an equivalent combination of education and experience. Healthcare philanthropy experience is preferred, but those with diverse fundraising leadership backgrounds are encouraged to apply.

### Position Summary

The Executive Director of Development is the Chief Development Officer for the WVU Cancer Institute (WVUCI) and a key fundraiser for the WVU Foundation in the Medical and Health Sciences Office of Philanthropy.

As the Chief Development Officer, this position exerts strategic leadership in engaging high-potential prospects and volunteers to support the Cancer Institute's priority funding objectives. WVUCI is the region's most comprehensive cancer treatment, research, and education facility. Priority objectives include offering a multidisciplinary approach and state-of-the-art treatment options, access to current clinical trials, a variety of education and prevention outreach programs, and some of the top medical researchers in the country. The WVUCI is striving to become an NCI-Designated Cancer Center.

Reporting directly to the Associate Vice President of Medical and Health Sciences Development, the Executive Director will lead a comprehensive, integrated development program to an unparalleled level of accomplishment in support of the WVU Cancer Institute's mission. The Executive Director will lead a team of three dedicated professionals and represent the WVU Cancer Institute in various venues and activities. This position will have a strong working partnership with the Director and leadership of the Cancer Institute and other members of the Hospital leadership team.

The Medical and Health Sciences Office of Philanthropy and the West Virginia University Foundation's central office provide key support in prospect management, communications, donor engagement, corporation and foundation relations, annual giving, planned giving, and regional major gifts.

### Essential Duties and Responsibilities

- **Philanthropic Leadership and Outreach Coordination:** The Executive Director will lead and direct private philanthropic support for the WVU Cancer Institute, including leadership, major, annual, and planned giving. The Executive Director will utilize and coordinate several outreach activities to identify and engage prospective donors, including personal contact, electronic and social media, direct mail campaigns, and special events.

- **Prospect Management and Personal Engagement:** Personally identify, select, and manage a portfolio of 50 high-potential prospects to expand the WVU Cancer Institute's base of philanthropic support from a regional, local, and selected national prospect pool. Coordinate and manage work to focus on leadership and major gift prospects with evaluated gift potential identified by the WVU Foundation prospect research program. Emphasis on face-to-face contact with prospects and donors, including travel as needed, meeting quantifiable (personal and team) work objectives for each fiscal year.
- **Program Development and Representation:** Actively participate in the ongoing creation of the WVU Foundation's Grateful Patient, Families, and Friends Program, representing the interests of the Cancer Institute.
- **Leadership Council Collaboration:** Work with and support the WVUCI Leadership Council to focus on major gift prospect identification, engagement, and fundraising.
- **Strategic Partnership and Reporting:** Work closely with (and report to) the Associate Vice President of Medical and Health Sciences Development on prospect strategy, needs coordination, necessary support functions, work implementation, and progress reporting.
- **Team Leadership and Relationship Building:** Directly supervise team members, including (at present) two gift officers. Engage WVU Cancer Institute and Hospital leadership as appropriate in raising private support. Develop and maintain collegial relationships with Cancer Institute physicians, researchers, and staff.
- **Fundraising Resource Optimization:** Capitalize on all fundraising resources available through the WVU Foundation for advancing and supporting the Cancer Institute's funding priorities and development program.
- **Collaborative Fundraising and Donor Development:** Coordinate fundraising activities and prospect management with colleagues throughout Medicine and Health Sciences and the University to further collaborate and develop multiple interest donors. Develop engagement and solicitation strategies with leadership and partners to increase productivity.
- **Volunteer Engagement and Leadership Support:** Identify, enlist, motivate, guide, and encourage volunteers to further drive support for the program, especially in leadership and major gift cultivation and solicitation. Align with and support the WVU Cancer Institute Leadership Council and lead current and future campaign committees.
- **Interdependent Partnerships:** Partner with colleagues in the Medicine and Health Sciences Office of Philanthropy and the central office of the WVU Foundation in prospect management, communications, donor relations, corporate and foundation relations, annual giving, planned giving, and regional major gifts.

## Goals and Objectives

- **Cultivate and Implement a Culture of Philanthropy:** The Executive Director will play a pivotal role in fostering a culture of philanthropy within the WVU/WVUH landscape. This involves working closely with clinicians and leaders to nurture a culture that supports grateful patient fundraising. The role requires building robust, collaborative relationships with physicians, staff, and colleagues from the West Virginia University Foundation and WVU Health. The aim is to identify and engage with major gift prospects effectively. Cultivating long-term relationships with individual and institutional funders is crucial, as is demonstrating expertise in closing major gifts and engaging a diverse range of philanthropists. Engaging prospects and stakeholders around fundraising and Center priorities is key.

Collaborative work with the Prospect Research team to refine prospecting procedures and identify potential donors is also a significant aspect of this role.

- **Strategy and Growth:** The Executive Director will provide leadership in the development program of the WVU Cancer Institute. This includes a strong focus on identifying, cultivating, soliciting, and stewarding donors for financial support across various sectors like research, clinical work, teaching, and more. This role involves envisioning and implementing impactful programs that align with the mission of the WVU Cancer Institute. A key responsibility is developing and executing a comprehensive philanthropy program, complemented by effective planning processes in collaboration with the AVP for Development and the Director. Building and supervising a dedicated team of fundraisers who will work towards achieving the set priorities of the WVU Cancer Institute is essential. This also involves providing mentorship and strategic planning advice to ensure a high-performing fundraising team.
- **Enhance Fundraising Efforts:** The Executive Director will ensure a comprehensive annual giving program. This program should attract new donors while expanding the existing donor base. There is a significant focus on expanding planned giving and major gifts. The role positions the Executive Director as a key leadership team member, tasked with building strong, trusting relationships with senior leadership, the WVU Foundation, and current leadership gift donors and prospects. The role is more than just functional - it is about inspiring the fundraising staff and leading by example. This position represents an excellent opportunity to contribute to a diverse and dynamic senior development team, enhancing the division's strategic direction. The new Executive Director is expected to be a team player with the passion, experience, and commitment to focus strategically on building philanthropic capacity. Providing vision, leadership, and management of the cancer fundraising team is integral to the role.
- **Team Leadership:** The Executive Director will serve as a dynamic and values-based team leader. They will foster a dynamic and evolving team environment focused on achieving higher fundraising success and professional growth. This involves strategically expanding the team, notably by recruiting a new Director of Development, while ensuring each team member receives effective coaching and mentoring. Central to this objective is cultivating an atmosphere grounded in trust, respect, and professionalism, where the leader's executive presence serves as a guiding force. The overarching aim is to align the team's efforts with the mission, vision, and values of both the Cancer Institute and the greater WVU organization, thereby creating a cohesive and motivated group that is not only committed to the institute's goals but also embodies its core principles in every aspect of their work.

### Education/Certification

- Bachelor's degree and 7-10 years of direct fund raising experience with a preference for previous work in an academic medical center or an equivalent combination of education and experience.

### Knowledge and Work Experience

- A proven track record as a successful individual fundraiser, having closed a significant volume of major gifts, ideally at the six and seven-figure level required.
- Ability to work with staff from all services and at all levels.
- Ability to analyze issues and identify possible solutions.
- Ability to plan and prioritize own workload.

- Excellent organization and time management.
- Excellent interpersonal skills and sound experience in client contact.
- Ability to be flexible and prepared to exercise initiative.

### Leadership Skills and Competencies

- **Vision:** Anticipates large-scale and local changes, projects the organization into the future, envisions multiple scenarios, and designs competitive strategies.
- **Integrity:** Is authentic and honest, demonstrating consistent and unwavering adherence to moral and ethical principles and values.
- **Emotional Intelligence:** Capacity to be aware of, control, and express one's emotions and to handle interpersonal relationships judiciously, empathetically, and with humility.
- **Collaboration:** Works with others to develop and meet shared objectives and fosters a collegial environment where people work, learn, and develop solutions.
- **Balances Internal & External Stakeholders:** Anticipates and balances the needs of internal and external stakeholders.
- **Builds Networks:** A natural brand ambassador effectively builds formal and informal networks inside and outside the organization.
- **Strategic Planning:** Obtaining information and identifying key issues and relationships relevant to achieving a long-range goal; committing to a course of action to accomplish a long-range goal after developing alternatives based on logical assumptions, facts, available resources, constraints, and organizational values.
- **Coach and Develop Others:** Provide feedback, instruction, and development guidance to help others excel in their current or future job responsibilities; plan and support the development of individual skills and abilities.

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**About Boyden**

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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