



**Our Mission: To Be the Best Hospital.**

### Job Details

Job Title: Associate Vice President, Philanthropy  
 Department: Virginia Hospital Center Foundation  
 Reports To: President, Virginia Hospital Center Foundation

### Purpose and Scope

The Associate Vice President (AVP), Philanthropy is a front-line fundraising role responsible for managing a robust philanthropy program at Virginia Hospital Center by aligning donor interests with institutional priorities and managing Foundation relations. He/she will work closely and independently with institutional leadership, volunteers, and other staff.

Reporting to the President of the Virginia Hospital Center Foundation, this position plays a key role in the implementation, and execution of an ongoing, comprehensive fundraising and development strategic plan.

### Education

Level of Education	Area of Study		
Bachelor's	Business	Preferred	or
Bachelor's	In A Related Field	Preferred	

### Experience

Min Years Experience	Type of Experience	
10	Fundraising	Preferred
5	Leadership	Preferred
	Certified Fund Raising Executive (CFRE)	Preferred

#### Other Qualification

- Knowledge of planned giving, blended gifts and generational wealth philanthropy
- Project management
- Healthcare fundraising
- Proven record of building relationships rooted in mission, vision and impact

### Pillars of Excellence

At Virginia Hospital Center (VHC), certain values shape and influence all of our decisions and actions. The Five Pillars of Excellence serve as a foundation on which we build our commitment in upholding our Mission, "To Be the Best Hospital". These five strategic values are:

- Service: To provide an environment in which patients, families, employees and physicians are

highly satisfied. To provide an experience for patients that exceeds expectations.

- **Quality:** To provide state-of-the-art technology and dedication, to strive for excellence and continuous quality improvement and safety in all that we do.
- **Finance:** It is our responsibility to provide cost-effective, compassionate care and services strengthening our ability to be financially successful in caring for our community.
- **People:** We recognize that being the healthcare provider and employer of choice, every team member at VHC is selected for their leadership, professionalism, expertise, compassion and commitment to uphold excellence and the mission and vision of our organization.
- **Growth:** It is our responsibility to provide operationally efficient, compassionate care and services while achieving fiscal responsibility and growth by reinvesting in our facilities, employees, and community.

## Expectations of All Staff Members

### **Compliance**

Follows the compliance, ethics, safety and organizational policies, procedures and standards as defined by VHC. Ensures that the organization is compliant and adheres to regulatory and statutory governing bodies, acting promptly if potential discrepancies occur. Takes effective corrective action in accordance with VHC policy and/or informs appropriate individuals who should be aware that a compliance breach has occurred.

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### **Confidentiality**

Protects the privacy and prevents improper disclosure of protected health, proprietary, and personal information. Abides by organizational and regulatory restrictions (e.g. HIPAA) related to disclosure of confidential health-related or personal information to a third party without appropriate authorization. Promptly reports any confidentiality violations to appropriate individuals, sharing anything that will help investigate the incident and determine corrective action.

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### **Customer Service**

Adheres to VHC anchors. Always exhibits friendliness, respect, courtesy, and concern for each patient, staff member and visitor with the highest degree of professional demeanor and behavior.

AIDET protocol is always followed when interacting with a patient.

Is tolerant of cultural and personal differences: avoids saying, writing, or doing anything that might be culturally offensive (whether or not in the individual's presence). Refrains from asserting own beliefs, values, or judgments on someone else by being argumentative, demanding or intolerant.

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### **Safety**

Accepts personal accountability for maintaining a safe work environment. Follows rules designed for personal protection, infection prevention, and environmental safety, including safe use of equipment. Understands and can carry out their role in department, organizational, emergency and disaster plans in a prompt and effective manner. Complies with National Patient Safety Goals and other regulatory standards. Speaks up when safety is a

concern, and encourages patients, family members and visitors to do likewise. Promptly reports safety risks and takes appropriate action to reduce these risks.

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### **Communication**

Accepts responsibility for effective two-way communication using clear and well-organized oral and written techniques. Demonstrates self-awareness of non-verbal messages, keeping verbal and non-verbal messages consistent. Incorporates recognition of cultural impact on understanding and effectively uses interpreters and language translation devices.

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### **Adaptability**

Effectively assesses and adjusts to changes in circumstances, resources, or environment, using the creativity and flexibility required to remain effective. Views change as a constant, accepting and adjusting to twists and turns.

Adjusts to the especially unpredictable nature of a healthcare environment, shifting focus as necessary, and taking reasonable action, even when faced with various levels of uncertainty.

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### **Resource Stewardship**

Gets the most out of facilities, equipment, materials, supplies and resource budgets. Ensures that financial and material resources are used effectively and efficiently and that appropriate steps are taken to minimize theft, damage or equipment breakdown.

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### **Time Management**

Establishes priorities during routine daily operations, addressing time-sensitive matters first, while also accomplishing day-to-day tasks and duties. Effectively triages tasks and events according to urgency level, impact on patients and outcomes desired under special conditions (e.g., during crises and emergencies). Makes choices that result in maximum completion of essential duties and minimum personal stress.

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### **Professional Appearance**

As defined by policy and/or department procedure, presents a neat, clean and professional appearance in accordance with the rules and guidelines of safety and infection control. Identification must be worn at all times and placed at collar level.

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### **Time and Attendance**

Understands that time and attendance affects team morale and confidence. Demonstrates reliability and punctuality in regard to attendance. Consistently is present and ready to begin work activities at start of shift, stays within established break periods, arrives on time for meetings and leaves work area promptly at the conclusion of the shift to reduce potential distractions. Schedules personal appointments or requests adjustment to schedule with least amount of disruption to service delivery in compliance with department procedures.

## **I. Essential Duties**

### **Fundraising**

- Effectively and efficiently, collaborate with the Foundation President, to ensure the development and implementation of best practices related to Healthcare

Philanthropy, including the education and implementation of initiatives focused on building a culture of philanthropy at VHC Health.

- Manage and oversee professional fundraising and support staff, Foundation efforts, and provides direct oversight of the philanthropy programs and initiatives of the Foundation
  - Conduct productive direct engagement activities with prospective philanthropic partners, meeting or exceeding established performance metrics for donor engagement and philanthropic partnership commitments.
  - Prepare tailored strategies, briefing materials including proposals and training to support solicitations by Hospital leadership, volunteers and staff.
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#### **Pipeline Development**

- Facilitate a “Donor Centric” advancement of prospects as a Senior-level donor officer through the various stages of giving according to a “Moves Management” approach to build upon the number and diversity of philanthropic gifts to the Hospital.
  - Create cultivation and stewardship strategies that build relationships to grow future planned giving revenue in regards to the Arlington Legacy Society (planned giving affinity group).
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#### **Operations**

- Represent the Foundation as needed to ensure efficient and effective utilization of shared philanthropy programs and operation resources across Virginia Hospital Center to include donor cultivation and stewardship.
  - Knowledge of Blackbaud Raiser’s Edge NXT and Research Point, and other related fundraising software.
  - Knowledge of Planned Giving fundraising vehicles.
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#### **People-Supervision**

- Provides leadership, supervision, coaching, and guidance to staff.
  - Maintains standards of quality within the department.
  - Includes staff in establishing unit goals. Shares accountability with staff for meeting goals.
  - Establishes consistent and effective inter- and intra-department communication standards.
  - Promotes staff morale.
  - Holds self and staff accountable to the policies, procedures, and standards of Federal, State, Local and other governing agencies, as well as that of the hospital and department.
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#### **People-Coaching**

- Resolves interdepartmental and intradepartmental conflict objectively and in a timely manner.
  - Coaches and mentors staff with the goal of problem identification and resolution with proper documentation after review with staff and appropriate leadership.
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#### **People-Scheduling/Timekeeping**

- Establishes staffing requirements based on department guidelines to include, if applicable, patient census.
  - Maintains time and attendance system in accordance with hospital policy.
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#### **People-Recruitment**

- Interview and hire staff according to department standards and hospital policy.
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#### **Review Compliance**

- All performance appraisals, including probationary, annual, High-Middle-Low, accountability standards and development are completed per hospital guidelines, objectively and on time.
  - Areas identified for staff improvement are assessed and addressed through coaching, mentoring, including use of a work plan and timely follow up.
  - If acting as a designee to complete a review process, documentation is reviewed with leadership prior to meeting with the employee.
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#### **In-Service/Trainings/Meetings**

- Participates in department-based or hospital-based committees, if applicable.
  - Attends all hospital and departmental mandatory in-services, trainings and meetings.
  - Seeks opportunities for continued professional growth and development.
  - Upon request by leadership, plans and facilitates trainings or programs to meet the educational needs of staff, including orientation, in-services, or education requirements. Conducts regular staff meetings, shares information appropriately and provides open communication for feedback.
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#### **Quality**

- Actively suggests, implements, documents and participates in departmental quality improvement activities.
- Assures quality of care and services by adhering to industry standards and measuring health outcomes against patient care goals and benchmarks established by the organization.

DRiWaterstone is leading this search for Virginia Hospital Center Foundation. For more information and to apply, please visit: <https://waterstonehc.com/driwaterstonehc/position/VHCF-AVP-Philanthropy>.