

POSITION DESCRIPTION

FOR THE POSITION OF EXECUTIVE DIRECTOR



April 2022

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POSITION DESCRIPTION

POSITION	Executive Director
ORGANIZATION	Ronald McDonald House Charities of Jacksonville
REPORTS TO	Board of Directors
LOCATION	Jacksonville, Florida
WEBSITE	https://rmhcjacksonville.org/

THE ORGANIZATION

Mission - Ronald McDonald House Charities® of Jacksonville supports the health and well-being of children by providing lodging, meals, transportation and a community of care to critically ill children and their families who need to be near a hospital for treatment.

Vision - The quality programs of Ronald McDonald House Charities of Jacksonville will continuously evolve to serve the children and families who receive pediatric healthcare in Northeast Florida.

Values:

- ▼ Innovative and compassionate programs that focus on family needs;
- ▼ Management that respects privacy and emphasizes trust with all constituents;
- ▼ Governance that exercises fiscal accountability and operational excellence with transparency, integrity and honesty; and
- ▼ Service in a safe, comfortable and healing environment.

The Need for Programs among Families of Critically Ill Children

As Jacksonville continues to grow to be a leading medical destination for children’s healthcare, so has the demand for the Ronald McDonald House. Rooms, meals and caring staff are needed now more than ever to accommodate the children and families seeking high-quality pediatric care here on the First Coast.

Ronald McDonald House Charities of Jacksonville plays an important role in supporting the growth of pediatric healthcare in Jacksonville and in providing access to care for families outside our area. The facility serves five healthcare partners: Brooks Rehabilitation; Nemours Children’s Specialty Care; UF Health Jacksonville; UF Health Proton Therapy Institute; and Wolfson Children’s Hospital. The top three diagnoses served are cancer, heart surgery and premature birth/NICU. The length of stay ranges from just a few days to weeks or even months.

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Healthcare Partners

Families being served by our programs often have children being treated at one of these healthcare partners:

- ▼ [Wolfson Children's Hospital](#)
- ▼ [Nemours Children's Specialty Care](#)
- ▼ [UF Health Proton Therapy Institute](#)
- ▼ [UF Health Jacksonville](#)
- ▼ [Brooks Rehabilitation](#)

ROLE SUMMARY

Reporting to the Board of Directors, the Executive Director, Ronald McDonald House Charities (RMHC) of Jacksonville, will provide strategic and innovative leadership to guide the organization on its continued journey of growth and impact. In doing so, this leader will be instrumental in helping RMHC achieve its goals and scale the organization. Inspired by a genuine passion for providing care and resources to critically ill children and their families, the Executive Director will be a strategic leader who, with the Board, will set and articulate a clear vision for the organization.

This leader will be a highly visible face of the organization, both externally as well as internally, and will represent RMHC in the donor, partner, and hospital communities as well as the RMHC system. The Executive Director will embrace RMHC's desire to maintain and grow its partnerships and impact.

The Executive Director will be a champion for families and providing services to those most in need. They will demonstrate and communicate passion for RMHC's core mission and will inspire others. This individual will be an authentic, committed, empathetic, and dedicated leader, whose first priority is the well-being of those who seek solace within RMHC. They will embody the values embedded within RMHC's mission, programs, and work in the broader community. The Executive Director will be a leader of unquestioned integrity, ethics, and values.

Internally, the Executive Director will provide strategic leadership to RMHC while maintaining excellence in the content and delivery of RMHC's programming and services, ensuring the organization continues to adapt and innovate to best meet the needs of its families.

With an annual budget of up to \$3 million, the Executive Director will have operational responsibility for RMHC's programs, fundraising, finances, staff of 25, and volunteers.

The Executive Director is Responsible for the Following:

Strategy and Vision:

- ▼ Strategic, visionary, and results-oriented leader who is experienced at articulating and implementing a plan for increased impact in an organization's next chapter. Will provide focus, long-term direction, and offer creative ideas to amplify RMHC of Jacksonville. The Executive Director will demonstrate capacity to analyze, synthesize, and integrate information to effectively identify and solve problems and will continuously challenge the status quo. This individual will be effective at

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using RMHC's brand and platform to deepen impact across the greater Jacksonville area and will be dedicated to RMHC's desire for growth.

Board of Directors Relations:

- ▼ Serves as the principal resource to the Board of Directors and its key committees providing direction in policy formulation and interpretation, providing strategic opportunities and resolutions;
- ▼ Cultivates a strong working relationship with the Board, and with each Board member to develop each person's skill set for effective board participation characterized by open communication, respect, and trust;
- ▼ Collaborates with Board leadership in developing a culture of the importance of personal giving and the significance of Board involvement in fund raising and capital campaign success;
- ▼ Informs the Board of legal and accounting issues requiring Board action and on issues related to RMHC programs, operations, personnel, or funders through clear and concise written and verbal communications; and
- ▼ Collaborates with the Board and senior leadership team to develop a shared vision for the future of the organization and develop goals and strategies to advance the mission.

Fundraising Leadership:

- ▼ Maintains accountability for the operational and fiscal integrity of the organization within policies set by the Board of Directors and per current laws and regulations; and
- ▼ Stays current on all financial, reporting, and accounting issues that affect the budget, audit, and IRS 990, reporting to funding sources, working directly with the Director of Finance on fiscal strategy and oversight.

Financial and Operational Leadership:

- ▼ Maintains accountability for the operational and fiscal integrity of the organization within policies set by the Board of Directors and per current laws and regulations;
- ▼ Stays current on all financial, reporting, and accounting issues that affect the budget, audit, and IRS 990, reporting to funding sources, working directly with the Director of Finance on fiscal strategy and oversight;
- ▼ Sets clear operational goals and standards to make certain the needs of the families are met, and that RMHC facilities are maintained at the highest levels within budget limitations, while working closely with the Director of Operations to ensure the adherence to goals and standards;
- ▼ Provides financial decisions and program recommendations based on a comprehensive understanding of the organization's overall financial position; and

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- ▼ Accesses community need to monitor and determine alignment of programs to need and mission, continued relevance to the strategic vision, and best use of operating capital to achieve mission.

Public Relations/Community:

- ▼ Collaborates with Marketing and Communications staff to develop a communications and marketing strategy that is clear, measurable, and relevant to all target markets to keep stakeholders informed, to promote the organization, and to educate the public about the mission.
- ▼ Develops an external plan to engage the broader Jacksonville, Florida community for support.

Leadership Competencies

- ▼ Business Insight: Applying knowledge of business and the marketplace to advance the organization's goals.
- ▼ Financial Acumen: Interpreting and applying understanding of key financial indicators to make better business decisions.
- ▼ Customer Focus: Building strong customer relationships and delivering customer-centric solutions.
- ▼ Manages Complexity: Making sense of complex, high quantity, and sometimes contradictory information to effectively solve problems.
- ▼ Decision Quality: Making good and timely decisions that keep the organization moving forward.
- ▼ Balances Stakeholders: Anticipating and balancing the needs of multiple stakeholders.
- ▼ Strategic Mindset: Seeing ahead to future possibilities and translating them into breakthrough strategies.
- ▼ Cultivates Innovation: Creating new and better ways for the organization to be successful.

About The Location

The Jacksonville Ronald McDonald House has been serving children and families for 30 years! Ronald McDonald House is located in the Historic San Marco community at 824 Children's Way in Jacksonville, Florida 32207.

Ronald McDonald House is conveniently located near Jacksonville's top pediatric healthcare providers. Situated near the beautiful St. John's River and less than five minutes away from Downtown, San Marco is a vibrant, historic community filled with popular restaurants, boutiques and entertainment options perfect for the entire family.

Families enjoy access to several amenities to help make their stay comfortable while focusing on the healing of their child. These amenities and services include: Guest Rooms, Playroom, Gym, Theater

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Room, Chapel, Loft, Courtyard and Outdoor Play Area, Family Kitchen, Laundry, Rooftop Garden, and an Aquarium.

The Ronald McDonald Family Room has been a welcome respite inside Wolfson Children's Hospital serving families of critically ill children since 1993. The Family Room is located on the third floor of Wolfson Children's Hospital, just outside the Pediatric Intensive Care Unit and is open to anyone with a child in the hospital.

Visitors to the Family Room are greeted by RMHC of Jacksonville volunteers who offer snacks, coffee, support and a listening ear. These dedicated volunteers also help answer questions families may have such as local information, hospital contacts or directions.

Leadership Skills

The Executive Director is a well-rounded executive with experience in a senior strategic leadership role and a demonstrated record of success in leading high performing organization(s). The Executive Director builds on the RMHC brand by further developing the organization's vision, and achieving its goals of financial stability, community engagement, and enhancing the impact of its programs.

Key Metrics of Success:

- ▼ Articulating a clear, inspiring vision for RMHC and translating strategies into effectively executed plans;
- ▼ Identifying innovative solutions to providing support for families of critically ill children at dedicated children's hospitals;
- ▼ Serving as a thought partner to the Board of Directors, collaborating with them to solidify the organizational vision, and positioning and maintaining effective lines of communication;
- ▼ Driving fundraising efforts and cultivating relationships and with current and prospective donors by deepening relationships in greater Jacksonville, Florida community;
- ▼ Promoting RMHC as one of the top philanthropic opportunities for individuals, family offices, and corporations.
- ▼ Ensuring program and fundraising effectiveness through evaluating quantitative and qualitative analytics;
- ▼ Works to ensure that all policies and procedures are well documented, legally sound, and reviewed and evaluated on an ongoing basis;
- ▼ Maintains a strong relationship and partnership with hospital leadership, McDonald's owner/operators, Global RMHC, community and corporate leaders;
- ▼ Serves as the RMHC lead spokesperson and advocate;

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- ▼ Championing a spirit of collaboration to advance organizational goals and building a shared sense of purpose among the staff; and
- ▼ Establishing working relationships with a broad base of constituents including staff, donors, Board members, volunteers, and the public.

Personal Characteristics

- ▼ Bachelor's degree (graduate degree preferred) with Executive leadership: extensive experience with managing teams, resources, and processes.
- ▼ Demonstrated capacity to analyze, synthesize, and integrate information to effectively identify and solve problems and will continuously challenge the status quo.
- ▼ Proven track record of growing, supporting, and supervising staff while inspiring creativity and dedication to the mission within a healthy work environment.
- ▼ Excellent communicator with the ability to engage, inspire, and educate as a public speaker, in personal meetings, and in written form.
- ▼ P&L responsibility running an organization or large unit with an annual budget of \$3 plus million.
- ▼ Extensive community outreach experience: successful experience building and managing alliances and partnerships.
- ▼ Demonstrated planning skills, goal and results oriented, deadline driven.
- ▼ Success in acquiring/stewarding significant gifts, with experience in all aspects of fundraising and development: individual, corporate, cause-marketing, major and planned gifts, annual and capital campaigns, events, grants, direct mail.
- ▼ Experience managing and growing an organizational Board of Directors, collaborating on strategic vision, and implementing an organizational strategic plan.

SEARCH TEAM

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