Senior Executive Director, Development and Communications

POSITION PROSPECTUS | JANUARY 2020

UNC | LINEBERGER COMPREHENSIVE CANCER CENTER
THE OPPORTUNITY

Position Summary

The Senior Executive Director (Sr. ED) for Development and Communications has primary responsibility for all fundraising for UNC Lineberger Comprehensive Cancer Center (LCCC) and is responsible for building and leading a team to generate major and principal gifts in support of the center’s highest priorities. This key leadership position is also responsible for overseeing the Center’s communication efforts to key internal and external stakeholders. The Sr. ED will develop and manage the programs and personnel of the offices of development and communications and integrate these efforts with those of the University, UNC School of Medicine, UNC Health and the UNC Health Foundation, Inc.

This position reports to the Director of the LCCC and the Vice President for Development of the UNC Health Foundation. The Sr. ED will serve on the LCCC Director’s senior management team, as well as the lead development team for UNC Health. The Sr. ED will work closely with physicians, researchers, donors, and the Lineberger Board of Visitors to develop strategies to grow philanthropic support for the research and clinical missions of the LCCC. The Sr. ED will take the lead role in surpassing LCCC’s $200 million goal as part of the Campaign for Carolina, the university’s $4.25 billion private fundraising effort. The Sr. ED also participates in the planning and execution for UNC Health’s $1 billion campaign strategy, of which LCCC has the single largest share.

This is a special opportunity at one of the nation’s premiere comprehensive cancer centers. UNC Lineberger is a leader in research and clinical care and has been deemed “exceptional,” a highly selective distinction, by the National Cancer Institute for more than 10 years running. It features several programs of eminence that influence the way cancers are understood and treated nationally and around the world and should be of great interest to cancer-focused philanthropists who want to vanquish the burden of disease and those interested in supporting cutting-edge research and the highest quality of patient care. At the same time, UNC Lineberger is fiercely public in its service to the people of North Carolina, assuring they are all treated and will all be treated equally.
The cancer center is led by Dr. Shelley Earp, a nationally renowned figure in cancer research and a skilled, experienced development partner. Thanks to Dr. Earp’s leadership and several steady and long-tenured lead development officers, the center features a strong culture of clinical and research faculty participation in the development process, particularly in partnering to engage with philanthropically inclined grateful patients and families. Philanthropy is understood to be key to ensuring our faculty and care providers deliver on our promise to pursue today’s best care and tomorrow’s best hope.

As a result, the lead development officer job at UNC Lineberger is truly one of the best and most coveted fundraising positions at UNC-Chapel Hill, the nation’s first public university. This opening creates a great opportunity for a motivated, talented and visionary fundraising leader to build on a solid foundation of private philanthropy, the strength of the institution’s powerful fundraising momentum and lead the program in an exponential leap to new heights of success.

### Principal Duties and Responsibilities

#### Fundraising Duties

- Lead, plan and coordinate all private sector fundraising in support of the research and patient care mission of UNC Lineberger and the NC Cancer Hospital.
- Develop and execute a fundraising plan to exceed UNC Lineberger’s campaign goal of $200 million in the Campaign for Carolina, scheduled to conclude in December 2022. (As of December 2019, the team is more than 77% to its goal after 62% of the campaign’s duration.)
- Manage a personal portfolio of major and principal gift prospects for Lineberger.
- Convene and lead donor strategy meetings for the frontline team to ensure timely solicitation of leadership giving prospects.
- Develop briefing materials for the director and key Lineberger leadership to guide their involvement in development.

#### Leadership and Management

- Set strategic direction for the overall development and communications efforts for UNC Lineberger.
- Build, lead, coach, mentor and manage a Development and Communications team of thirteen, with potential for expansion.
- Direct reports are: three Major Gift Officers, one Annual Giving Director, a Director of Development Operations and Stewardship, a Director of Special Events and Community Partnerships, and the Director of Communications and Marketing.
- The position is responsible for developing and monitoring an annual budget for Development and Communications and coordinating on budget with UNC Health Foundation and the Lineberger finance and accounting team.

**Engagement of Leadership and Community**

- Serve as a valued member of the UNC Lineberger Senior Staff, providing guidance and advice on roles in philanthropy and other external relations.
- Guide and support the director in his/her role as chief fundraiser and spokesperson for the Center, serving as coach, mentor and co-strategist on cultivating and soliciting principal and major gifts; ensure that the director is well briefed and his time spent is highly productive and personally rewarding.
- Maintain and support the Cancer Center’s Board of Visitors; provide active and meaningful engagement to board members in the development process.
- Collaborate as a member of the Lead Development Team for the UNC Health Foundation, fostering a collegial team culture that emphasizes aggressive pursuit of philanthropy to advance priorities related to research, care and education.
- Act as a liaison to University Central Development to coordinate and collaborate on overall strategies and policies.

**Communications and Marketing**

- Oversee the development and implementation of a comprehensive marketing and communications program promoting UNC Lineberger Comprehensive Cancer Center and UNC Cancer Care to various constituencies.
- Integrate the Center’s fundraising and communications activities to assure that they meet the goals and objectives of the Center.
- Work with University, School of Medicine, and Cancer Center leadership to help ensure continued awareness of the importance and impact of the University Cancer Research Fund; work with University, School of Medicine and Center leaders to educate the NC General Assembly regarding the importance and impact of the University Cancer Research Fund as well as for funding for cancer research in the federal budget; oversee statewide communication and outreach on these issues including regular updates and required reports.
The Ideal Candidate

- Ten years’ experience in frontline fundraising in a complex organization (preferably in academic medicine), and a demonstrated ability to lead a team. Some government relations and communications/marketing experience is desirable.

- A seasoned development professional with a proven history of securing 6-, 7- and 8-figure gifts on a routine basis, who is capable of clearly articulating the case for support to donors and prospects alike as well as to colleagues across the larger UNC community (the University, UNC Health Care and School of Medicine)

- A strategic and creative thinker, a persuasive communicator, and an excellent team player who is able and eager to work collaboratively with the Cancer Center director, UNC Health Foundation leadership, academic leaders in the School of Medicine, the CEO, and senior administrators at UNC Health; colleagues at UNC; and a diverse group of grateful patients and alumni

- A keen appreciation for the critical role UNC Lineberger plays in providing essential cancer treatment and prevention to all citizens of North Carolina, particularly the underserved population

- The depth and breadth of knowledge of best practices in institutional advancement; success in leading and increasing the effectiveness of a major and principal gift program through established objectives and performance standards that bring out the best in fundraising staff

- Superior written and verbal communication skills with the intellectual depth necessary to understand and translate medical, technical and research information for all audiences; clarity, crispness and effectiveness in written and oral presentation

- Exceptional interpersonal skills and the credibility, maturity and sound judgment required to effectively engage senior leaders, deans, faculty, physicians, researchers and key volunteers in the fundraising process

- Proven ability to manage effectively during times of growth and change.

- Success in increasing the effectiveness of a fundraising unit through established objectives and performance standards to bring out the best in the fundraising staff

- A proven commitment to diversity and inclusion and the ability to work effectively with colleagues, donors and prospects of all backgrounds. Bachelor’s degree required; master’s degree preferred
To Apply

The Search Committee invites applications to be submitted online at https://unc.peopleadmin.com/postings/174611. Applications should include a cover letter and resume. Applications will be accepted until February 22, 2020 or until the position is filled.

The firm of moss+ross has been retained to assist with the search. Inquiries and nominations should be directed to Fred Stang, Senior Associate at fstang@mossandross.com.

Leadership

A. Wesley Burks, MD
CEO, UNC Health Care
Dean, UNC School of Medicine
Vice Chancellor for Medical Affairs at the University of North Carolina at Chapel Hill

Dr. Burks oversees UNC Health Care’s statewide network of affiliate hospitals and health systems, and leads the UNC School of Medicine, a national leader in medical research and education.

Dr. Burks has spent more than 30 years taking care of patients, conducting research, helping to educate trainees, and leading institutions. He joined UNC Chapel Hill in 2011 as physician-in-chief of the North Carolina Children’s Hospital and was named chair of the department of pediatrics in 2012, as well as the Curnen Distinguished Professor of Pediatrics. In 2015, he was named executive dean of the UNC School of Medicine, during which he oversaw the school’s focus on rural health initiatives, diversity in admissions, and primary care education, which is now ranked first in the country. He graduated from the University of Central Arkansas and then the University of Arkansas for Medical Sciences. He completed a pediatric residency at the Arkansas Children's Hospital and a fellowship in allergy and immunology at Duke University Medical Center. He served on the faculty at the University of Arkansas for Medical Sciences and Arkansas Children’s Hospital and Duke University Medical Center before joining the UNC School of Medicine.
H. Shelton “Shelley” Earp, MD
Director, UNC Lineberger Comprehensive Cancer Center
Lineberger Professor of Cancer Research, UNC School of Medicine

H. Shelton “Shelley” Earp, MD, Director of the UNC Lineberger Comprehensive Cancer Center, has been part of the fabric of the University of North Carolina since his arrival to attend the School of Medicine in 1969. During his 50 years at Chapel Hill, he has won multiple teaching and faculty awards for his service to UNC.

His visionary leadership of the UNC Lineberger Comprehensive Cancer Center has positioned Dr. Earp as a national voice on issues of cancer research and policy. He has served as a member of the National Cancer Institute Board of Scientific Advisors, as President of the American Association of Cancer Institutes and as an advisor to 10 NCI-designated cancer centers. Dr. Earp also is widely recognized for his research excellence. He has received continuous NIH funding for his research and his research findings have led to the publication of more than 180 scientific articles and have been issued patents. Most recently, one of his discoveries has led to the development of small molecule inhibitors for cancer immune therapy that are about to enter clinical trials at Emory and UNC.

But his most important role at UNC Lineberger has been to lead faculty recruitment and career development during the past 30 years, including Norman “Ned” Sharpless, MD who helped stimulate UNC Lineberger’s efforts in genomics and immunotherapy. Dr. Sharpless had his education at UNC and was brought back as a faculty member by Dr. Earp. He and the faculty involved today are exemplars of UNC Lineberger science and career development. With Dr. Sharpless’ appointment as NCI Director, Dr. Earp returned to guide the continued development of these vital UNC Lineberger efforts.

Leslie H. Nelson-Bernier
President, UNC Health Foundation
Associate Dean for Development, UNC School of Medicine

Leslie H. Nelson-Bernier has served as the President of the UNC Health Foundation and Associate Dean for Development of the UNC School of Medicine since January 2018. She has a 14-year track record of achievement at UNC, and her efforts have helped catalyze substantial improvements in quality of care and advances in research. Her experience includes successful work at UNC Lineberger Comprehensive Cancer Center, the Departments of Neurology, Neurosurgery, Otolaryngology, Pathology and the Neuroscience
Center. Just prior to her role as President, she served as Senior Executive Director of Development for UNC Children’s.

UNC Health is currently in a $1 billion campaign as part of the University of North Carolina at Chapel Hill’s $4.25 billion campaign For All Kind.

Prior to her service at UNC, Leslie spent a decade in corporate sales and event management in the hotel industry. She transitioned to non-profit management in 2005, beginning her fundraising career as associate director of development for the University of Virginia’s School of Architecture.

Leslie was born in Texas but grew up in Baton Rouge, LA. She has a BA in Psychology from Clemson University. Leslie is married to Gary Bernier and together they have four children, Alex (24), Hope (20), Carter (13) and Hunter (10).

### About UNC Lineberger

The mission of the UNC Lineberger Comprehensive Cancer Center is to reduce the cancer burden in North Carolina, the United States and the world through compassionate, high-quality care, exceptional research, community outreach, and education. The Center, led by Dr. H. Shelton Earp, III, was established in 1975 and is one of only 50 National Cancer-Institute designated comprehensive cancer centers in the US.

UNC Lineberger partners with UNC Health and the UNC School of Medicine to provide expert, team-based care for cancer patients from all across North Carolina. The NC Cancer Hospital, which opened in September 2009 and was designed with input from patients and health care providers, is the clinical home of UNC Lineberger. Center physicians and staff treat patients from every county in North Carolina with than 147,000 patient visits each year. They treat all types of cancer and partner with physicians across UNC Health Care to provide adult and pediatric patients and survivors the benefit of expert, multidisciplinary, high quality and compassionate care.

Embedded in one of the nation’s strongest public research universities, UNC Lineberger is the largest research entity at UNC, with faculty securing more than $190M in external grant funding. With more than 400 clinical and research faculty members from more than 25 departments across campus, the Center brings together multiple disciplines to conduct groundbreaking, innovative research that spans the spectrum from the laboratory to the bedside to the community, all in an effort to understand what causes cancer and then to determine how best to treat, prevent and detect the disease. In addition, the center offers more than 250 clinical trials of the latest treatments developed at UNC or available through affiliations with national clinical trial groups.
About UNC Health Foundation

Originally chartered in 1949 as the Medical Foundation of North Carolina, Inc., UNC Health Foundation is the philanthropic branch of the UNC School of Medicine and UNC Health. The Foundation supports research, education, and patient care programs throughout the UNC Health system by fostering philanthropic gifts from individual donors, corporations, and foundations. Our dynamic team of nearly 60 people manages all aspects of fundraising from start to finish.

We work diligently for the medical professionals and healthcare providers who improve health for all, and partner with patients and families to power philanthropy to support the highest quality clinical care, life-changing research, and innovative education at home and around the world. Our services include:
- Major and principal gifts
- Grateful patient fundraising
- Corporate and foundation relations
- Annual giving
- Development communications
- Finance and investment
- Donor stewardship and acknowledgments
- Events

From ensuring North Carolina’s underserved rural communities have access to primary care physicians; to improving AIDS outcomes in Africa; from discovering new cancer treatments to predicting the onset of autism; UNC Health Foundation supports empathy and expertise in patient care, research, education, and advocacy.