

**Director of Development – UnityPoint at Home**

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| **Position Title:** Director of Development – UnityPoint at Home | **Department Name:** Foundation |
| **UPH Affiliate:** Unity Point at Home | **Department Number:** 3030-90881100 |
| **Job Number:**  | **Position Number:** 1742 |
| **Effective Date:**  | **Review Date(s):**  |
| **Prepared By:** Denny Linderbaum | **Approved By:** Foundation President  |
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| **Position Reports To:** Senior Director of Development, UnityPoint Health – Des Moines Foundation (Caleb Hegna)  |

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| **Description of Position:**Provide a “snapshot” or the principal purpose or focus of the position, consisting of no more than three to five sentences. This summary should provide enough information to differentiate the major function and activities of the position from those of other positions. |
| The Director of Development (Director) must have a passion for the mission of Unity Point at Home (UPAH), which includes Home Health, Hospice (Home Hospice and Taylor House), Home Medical Equipment, Home Infusion, Specialty Pharmacy, Community Palliative Care, Care at Home (Hospital to Home, Primary Care at Home, SNF at Home) and similarly aligned service line(s). As part of the UnityPoint Health – Des Moines Foundation Team (UPH-DM Foundation), the Director will work collaboratively, with special responsibilities for planning and implementing a program to identify, cultivate, solicit and steward donors with the ability to make annual, special project, major and planned gifts directed to the mission of UnityPoint at Home and similarly aligned service line(s). The Director should have five plus years of fundraising, or related, experience with the ability to secure, record and steward charitable gifts. The Director will report to the Senior Director of Development, UnityPoint Health – Des Moines Foundation. |

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| **Essential Functions/Responsibilities:**Essential functions are the duties and responsibilities that are essential to the position (not a task list). Do not include if less than 5% of work time is spent on this duty. Be specific without giving explicit instructions on how to perform the task. Do not include duties that are to be performed in the future. Duties should be action oriented and avoid vague or general statements.  | **% of Time**(annually) |
| **Key Accountability*** In conjunction with the UPH-DM Foundation Senior Director of Development, develop and implement an annual and multi-year development plan for UPAH and similarly aligned service line(s).
* Develop and implement a communications plan to promote philanthropy for UPAH and similarly aligned service line(s) as part of the comprehensive UPH-DM Foundation communications plan.
* Plan and implement program of annual, special project and major gifts, using staff/volunteers where appropriate.
* Lead the largest annual fundraising event for UPAH, Hops for Hospice, by securing sponsorships/underwriting, plan additional event fundraising activities like an auction, develop the educational programming, work closely with a committee and coordinate the event logistics.
* Identify, cultivate, solicit and steward prospective annual and major donors.
* Structure major prospect identification process, including the use of web-based resources.
* Organize a cultivation program of annual and major donors using a variety of methods including personal visits, other staff, administration, current donors, and friends.
 | 60% |
| **Key Accountability*** Participate as a full member of the UPH-DM Foundation’s team in the execution of annual fundraising activities and events, such as Festival of Trees & Lights, Rally Against Cancer and Westerberg-Coskery Celebration.
* Demonstrates initiative to improve quality and customer service by striving to exceed customer expectations.
* Integrates and demonstrates FOCUS values and Expectations for Personal and Service Excellence to guide professional behaviors, while adhering to the policies and procedures of UnityPoint Health – Des Moines.
 | 20% |
| **Key Accountability*** Work with the SVP of Planned Giving to identify, cultivate, solicit and steward current/future planned gifts.
 | 10% |
| **Basic UPH Performance Criteria** * Demonstrates the UnityPoint Health Values and Standards of Behaviors as well as adheres to policies and procedures and safety guidelines.
* Demonstrates ability to meet business needs of department with regular, reliable attendance.
* Employee maintains current licenses and/or certifications required for the position.
* Practices and reflects knowledge of HIPAA, TJC, DNV, OSHA and other federal/state regulatory agencies guiding healthcare.
* Completes all annual education and competency requirements within the calendar year.
* Is knowledgeable of hospital and department compliance requirements for federally funded healthcare programs (e.g. Medicare and Medicaid) regarding fraud, waste and abuse. Brings any questions or concerns regarding compliance to the immediate attention of hospital administrative staff.
* Takes appropriate action on concerns reported by department staff related to compliance.
 | 10% |
| ***Disclaimer:*** *This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.* |
| **Demonstration of UPH Values and Standards of Behaviors**Consistently demonstrates UnityPoint Health’s values in the performance of job duties and responsibilities |
| **Foster Unity:** | * Leverage the skills and abilities of each person to enable great teams.
* Collaborate across departments, facilities, business units and regions.
* Seek to understand and are open to diverse thoughts and perspectives.
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| **Own The Moment:**  | * Connect with each person treating them with courtesy, compassion, empathy and respect.
* Enthusiastically engage in our work.
* Accountable for our individual actions and our team performance.
* Responsible for solving problems regardless of the origin.
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| **Champion Excellence:** | * Commit to the best outcomes and highest quality.
* Have a relentless focus on exceeding expectations.
* Believe in sharing our results, learning from our mistakes and celebrating our successes.
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| **Seize Opportunities:** | * Embrace and promote innovation and transformation.
* Create partnerships that improve care delivery in our communities.
* Have the courage to challenge the status quo.
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**QUALIFICATIONS:**

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|  | **Minimum Requirements**Identify items that are minimally required to perform the essential functions of this position. | **Preferred or Specialized**Not required to perform the essential functions of the position. |
| **Education:** | * Bachelor’s Degree required.
 | * Master’s Degree preferred.
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| **Experience:** | * Five years fundraising experience, or a related area of charitable philanthropic work (including annual gifts experience), sales/marketing background of similar tenure.
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| **License(s)/Certification(s):** | * Valid driver’s license when driving any vehicle for work-related reasons.
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| **Knowledge/Skills/Abilities:**  | * Exceptional writing and communications skills essential.
* Ability to work evening and weekend events is expected.
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| **Other:** | * Use of usual and customary equipment used to perform essential functions of the

position. |  |

**SCOPE: Position has supervisory responsibilities? Yes** [ ]  **or No** [x]  **If yes, complete below.**

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| **Number of Employees Supervised** (Complete if position has supervisory responsibilities of individuals) |
|  | Direct | Indirect | Total |
| Exempt |  |  |  |
| Non-Exempt |  |  |  |
| Total |  |  |  |

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| **Budget Control** (Complete if position has budget responsibilities) |
| Annual Operating Budget (including payroll) |  |
| Annual Revenue/Sales |  |
| **Other Scope Measurements**Pertinent to the position, such as number of beds, number of units/departments, number of employees leading, cases per month, etc. |
| Item | Number |
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| **Mental/Cognitive Demands:**(List any special mental and cognitive abilities required by the position in your specific environment)  |
| * Ability to feel fulfilled even when sharing accomplishments with the Foundation team.
* Must be capable of doing detailed work with extreme accuracy.
* Must be able to communicate with people who have varied educational levels and backgrounds.
* Must be able to perform functions under the stress of conflicting demands and deadlines.
* Must be able to work cooperatively with the teams at the Foundation, UPAH and UPH-DM.
* Must be able to communicate effectively utilizing the phone and electronic devices.
* Must possess qualities of self-direction and self-motivation and promote good interpersonal relationships.
* Must possess organizational skills and be able to set priorities.
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**WORKING CONDITIONS:**

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| **Physical Requirements**(Check all that apply if essential to perform job – with or without accommodations) |
| [x]  Talk/Hear (communicate, detect, converse with, discern, convey, express oneself, exchange information) |
| [x]  See (defect, determine, perceive, identify, recognize, judge, observe, inspect, estimate, assess) |
| [x]  Stand or Sit (stationary position) |
| [x]  Walk (move, traverse) |
| [x]  Use hands/fingers to handle or feel (operate, activate, use, prepare, inspect, place, detect, position) |
| [x]  Climb (stairs/ladders) or Balance (ascent/descent, work stop, traverse) |
| [x]  Bend/Stoop/Kneel |
| [x]  Squat/Crouch/Crawl |
| [x]  Reaching/Twisting |
| [ ]  Taste/Smell (detect, distinguish, determine) |
| [x]  Pushing/Pulling |

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| **Lifting Requirements**(Check appropriate category to perform job – with or without accommodations) |
| [ ]  **Level 1; Sedentary Work:** Exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally, and all other sedentary criteria are met. |
| [x]  **Level 2; Light Work:** Exerting up to 20 pounds of force occasionally or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. Requires walking or standing to a significant degree, pushing or pulling arm or leg controls or maintaining a production rate pace. Light work requires physical exertion of forces greater than that of sedentary work. |
| [ ]  **Level 3; Medium Work:** Exerting up to 50 pounds of force occasionally, and/or up to 20 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects. |
| [ ]  **Level 4; Heavy Work:** Exerting up to 100 pounds of force occasionally, and/or up to 50 pounds of force frequently, and/or up to 20 pounds of force constantly to move objects. |
| [ ]  **Level 5; Very Heavy Work:** Exerting in excess of 100 pounds of forces occasionally, and/or in excess of 50 pounds of force constantly to move objects.  |

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| **Hazards and Atmospheric Conditions**(check all that apply) |
| [x]  Normal Office Surroundings | [ ]  Vibration |
| [ ]  Exposure to Fumes | [ ]  Mechanical Hazards  |
| [ ]  Exposure to Dust | [ ]  Chemical Hazards |
| [ ]  Exposure to Extreme Temperatures | [ ]  Electrical Hazards |
| [ ]  Wet and/or Humid | [ ]  Radiant Energy Hazards |
| [ ]  Noise | [ ]  Explosives Hazards |
| [ ]  Mists or Gases | [ ]  Burn Hazards |
| Other/Comments:Precautions must be followed when working in any health care environment. |

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| **OSHA Categories**(Complete this OSHA section for clinical/patient related jobs) |
| [ ]  **Category I:** Duties performed routinely require exposure to blood, body fluid and tissue. |
| [ ]  **Category II:** Normal routine involves no exposure to blood, body fluid or tissue, but exposure or potential for exposure may occur. |
| [x]  **Category III:** Normal routine involves no exposure to blood, body fluid, or tissue and as part of their employment, incumbents are not called upon to perform or assist in emergency care or first aid. |

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| **To Be Completed by Compensation Analyst** |
| **FLSA Designation:**  | **Lawson Job Level:**  |
| **Lawson Job Category:**  | **Lawson Job Sub-Category:**  |
| **Lawson Job Code:** | **Lawson Job Title:** |
| **Short Term Incentive Eligibility:**  | **Union Affiliation:**  |