



POSITION ANNOUNCEMENT & LEADERSHIP STATEMENT

EXECUTIVE DIRECTOR

COLUMBIA, SOUTH CAROLINA

<https://www.wellpartners.org/>



The Opportunity | *WellPartners*

WellPartners offers free dental and vision health services that provide preventive and restorative dental and vision care to uninsured children and adults in the Midlands. We connect community volunteers and partners to help uninsured and under-insured people in the Midlands gain access to the health care services they need to live healthier, better lives. WellPartners currently operates as an LLC owned by United Way of the Midlands (UWM). Oversight is provided by an Advisory Council that works in collaboration with the Board of Directors of United Way of the Midlands.

The Community | *Columbia, South Carolina*

Columbia is the growing, vibrant capital of South Carolina. The city is home to state government and has 5 colleges and universities including the flagship campus of the University of South Carolina. There are many growing industries in the area, including life sciences, information technology, health care and higher education, including the Moore School of Business, rated the number 1 international business school in the nation. Sporting News recently recognized Columbia as one of the “Best Sports Cities;”



residents love to support their local college teams including the University of South Carolina’s Gamecocks. The city also has a more refined side and is home to the Columbia Museum of Art, the SC Philharmonic Orchestra, the Columbia City Ballet, an internationally recognized public library system and a myriad of performing arts groups. Columbia has received numerous accolades for its cost of living, climate, job outlook, education, the arts, health care and recreation.

The Position | *Executive Director*

WellPartners is seeking its first Executive Director. WellPartners currently operates as an LLC owned by UWM but seeks to transition into a standalone non-profit over the next two years. We are seeking an individual to lead this journey and grow the capacity of the clinics to serve more people in need. The candidate will lead a strong team of clinic professionals and volunteers. During the transition, oversight will be provided by an Advisory Council that works in collaboration with the Board of Directors of UWM. This position currently reports to the United Way of the Midlands Vice President for Community Impact.

Essential Duties and Responsibilities

Vision and Strategic Planning

- Establish the organization, grow, and lead the staff, and expand organizational capacity to support future growth.

- Develop and implement the long-range strategic plan for WellPartners.
- Embrace the mission of WellPartners and proactively articulate the importance of the providing essential dental and eye care services to the community.
- Lead the identification, engagement, recruitment, and orientation of new Board members.

Operations & Programs

- Establish, implement, and update organizational goals, objectives, policies, and operating procedures.
- Plan, organize, and implement programmatic initiatives around patient care in conjunction with clinic staff.
- Monitor and evaluate operational effectiveness, while implementing changes required for improvement and adjusting programmatic goals as needed.
- Develop effective and efficient support systems for WellPartners. Such systems include information technology services, training, procurement, personnel, and appropriate databases.
- Coordinate research, planning and evaluation of programs delivered by WellPartners that meet local healthcare needs of the uninsured population.
- Represent WellPartners before community groups, local and state committees, conferences, roundtables, agency functions, annual meetings, and others as requested to foster understanding and allegiance in support of the organization's mission.
- Allocate resources in accordance with patient, provider, and staff needs emphasizing considerations of efficiency and effectiveness.
- Ensure long-term sustainability of WellPartners through analysis of and response to fiscal, public awareness/image, patient care, partner, and other related opportunities.
- Promote diversity and a sincere commitment to collaboration and inclusion.
- Foster continued education and support for volunteers and future staff.

Fundraising

- Develop and implement a multi-year strategic plan for philanthropic advancement with measurable outcomes that compliment and support the WellPartners Strategic Plan.
- Create and execute a strategic fundraising plan that includes an annual development plan.
- Maintain and enhance current relationships with local and state leaders and other officials.
- Proactively seek new and diversified philanthropic support.
- Build and maintain a personal portfolio of top prospects and donors.
- Direct all fundraising responsibilities including pipeline development, prospect tracking, strategy, and task assignment.
- Provide direction to maximize cultivation events and maintain consistent gift activity.
- Collaborate with UWM staff wherever appropriate, such as in shared grant proposals.
- Oversee regular communications with all audiences (both internal and external) to promote fundraising efforts.
- Design and produce fundraising materials and collateral (customized donor proposals, booklets, brochures, signage, etc.), as appropriate with the fundraising timeline.
- Ensure compliance with all legal and ethical issues related to fundraising.
- Maintain an active affiliation with the profession of healthcare philanthropy, and
- Collaborate with UWM on major fundraising initiatives as appropriate.

Branding and Marketing

- Promote strategic and effective communications locally and to statewide constituencies.
- Establish effective cases for support for fundraising initiatives.
- Develop effective relationships with volunteer leadership, human service agencies, and government representatives to identify and assist in solving community problems and develop long-range strategic plans to meet community health and human service needs.
- Inspire support and promote public awareness of the achievements and successes of WellPartners to citizens, the philanthropic community, and local, state, and federal officials, and
- Serve as the primary spokesperson, representative, and ambassador of WellPartners.

Qualities and Requirements

- Bachelor's degree required, Advance degree preferred in management, business/public administration, policy, public health, or related field.
- Minimum of 5 – 7 years of substantial senior level experience, including fundraising, strategic planning, organizational growth and development, staff management, and external relations skills, preferably in hospitals or health care setting.
- Demonstrated successful supervisory experience as a manager, director, or vice president in a non-profit setting.
- Proven ability to work effectively with underrepresented communities including communities of color, low-income populations, youth, women, women of color and/or rural populations.
- Experience working collaboratively and transparently with a Board of Directors or similar volunteer leadership group (with an emphasis on strategic planning and organizational growth).
- Experience with the implementation of comprehensive fundraising plans with evidence of effectiveness in marketing, solicitation of donors, and key performance indicators.
- Demonstrated experience with direct solicitation, annual giving, major and planned gifts, and capital campaigns.
- Previous financial oversight and budget management responsibility for an organization of comparable (or larger) size and complexity.

Knowledge, Skills, and Abilities

- Ability to work well in a fast-paced environment with multiple priorities and with attention to accuracy, details, and deadlines.
- Ability to lead and inspire staff to build an effective team.
- Excellent verbal and written communication skills; writing samples may be requested.
- A sense of empathy in supporting patients and their families.
- Knowledge of public relations and marketing techniques
- Demonstrated knowledge of non-profit fundraising techniques
- Knowledge of generally accepted principles of financial management as they relate to non-profit organizations.
- Superior interpersonal skills with track record of developing and sustaining strong benefactor relationships with organizations and individuals.

- Demonstrated responsibility in maintaining strict confidence as it relates to donor relationships as well as the privacy of patients and families.
- Knowledge of board governance and skill in cultivating board engagement.
- Demonstrated knowledge of database management and software used in fundraising.

[APPLY HERE](#)

Capital Development Services has been retained to guide the search for the WellPartners. Applicants for the position should apply online and must provide a letter stating how the candidate's experience matches the position requirements, a current resume, and a list of three references. Additional inquiries should be sent to Jen Tozier: searchservices@capdev.com

