



**DIRECTOR OF STEWARDSHIP AND DEVELOPMENT COMMUNICATIONS
HOSPITAL FOR SPECIAL SURGERY**

New York, New York

<http://hss.edu>



The Aspen Leadership Group is proud to partner with Hospital for Special Surgery in the search for a Director of Stewardship and Development Communications.

The Director of Stewardship and Development Communications will direct the stewardship and communications efforts for the Development Department, creating processes and providing tools and materials that enable relationship management and fundraising success. The Director will have responsibility for the design and implementation of Hospital for Special Surgery (HSS) strategic development communications including institutional advancement cases for support, messaging, and promotion. The successful candidate will work collaboratively in this effort with the HSS Marketing and Communications/ Brand Management team while continuing to build philanthropic identity and affinity and further align resources and strategy. This includes promoting the efficient use and linking of communication resources and creating cross-marketing activities to promote philanthropic support. The Director will lead the department-wide stewardship strategy including donor recognition and reporting, working collaboratively with leadership and fundraisers.

The Director of Stewardship and Development Communications will be a key resource to the Development Department with a sincere interest in and appreciation for HSS's mission. The Director will be an innovative, focused problem-solver and a proven development communications leader, bringing a collaborative, proactive approach to comprehensive communications strategies and activities. The Director will also possess the talent and interpersonal skills to effectively engage internal and external members of the diverse HSS community.

At a time when people are living longer than ever and leading more active lifestyles, the need for continued innovation in the treatment and prevention of joint disease, pain, and injury is more critical than ever. Hospital for Special Surgery is one of the few institutions in the world with the specialized expertise, experience, and skill to change the future of musculoskeletal medicine, and, more importantly, improve the quality of life for countless patients worldwide.

From pioneering the first artificial knee to unlocking the mysteries of rheumatoid arthritis, HSS brings to this challenge an extraordinary institutional focus on mobility and a legacy of innovation and distinction in medicine. A multidisciplinary team of 200 of the world's leading scientists and research staff focus on musculoskeletal investigations at the basic, translational, and clinical level. In addition, HSS physicians manage the largest rheumatology program in the world and lead the world's premier musculoskeletal clinical practice, with more than 30,000 surgeries performed annually.

Hospital for Special Surgery has been among the top-ranked institutions in Orthopedics and Rheumatology by *U.S. News & World Report* for 24 consecutive years. No other institution has the ability to lead the global advancement of musculoskeletal medicine and at no other time in history has the need for innovation in prevention and treatment been so great.

REPORTING RELATIONSHIPS

The Director of Stewardship and Development Communications will report to the Executive Director for Individual Giving.

PRINCIPAL OPPORTUNITIES

HSS is a recognized global leader in health care. The development program has substantial potential for growth, with significant untapped potential. An entrepreneurial, ambitious, and experienced development professional has the opportunity to play a leadership role in transformational rather than incremental growth. This growth will enhance HSS' considerable contributions to health care, establish an entirely new level of fundraising that matches HSS' world-class level of research and patient care, and give the successful candidate lasting professional satisfaction as a result.

PRIMARY RESPONSIBILITIES

The Director of Stewardship and Development Communications will

- oversee the creation and production of all department-wide donor communications, including campaign materials, proposals, solicitation and acknowledgement letters, and mass communications, including e-communications;
- develop a comprehensive stewardship program for principal/major gift donors as well as broad donor audiences including annual fund and planned giving donors;
- work collaboratively with fundraising, special events, and advancement services partners;
- create customized stewardship plans and reports for major donors as well as standardized reports and stewardship tools that can be utilized for other donors;
- manage donor recognition including naming criteria, donor signage, donor listings, and other donor recognition tools;
- work cross-functionally to ensure the quality of donor interactions, including all potential touchpoints;
- create and implement a system to track, manage, and report key milestones and other metrics;
- provide supervision and guidance to the Senior Development Writer, Development Writer, and Development Associate/Graphic Designer;
- manage workflow and communications team priorities and closely coordinate all work product with HSS Marketing and Communications/Brand Management, ensuring alignment of messages and imagery with accepted HSS brand guidelines;
- champion donor-centered communications and stewardship best practices;
- share expertise and strengths with colleagues; and

- enhance current and/or develop new tools as needed to support annual and strategic fundraising initiatives.

KEY COLLEAGUES



Louis S. Shapiro
President and Chief Executive Officer

Louis A. Shapiro is President and Chief Executive Officer of Hospital for Special Surgery. He has served in this role since October 2006, overseeing all strategic and operational aspects of the Hospital and fulfilling its mission—to advance the field of musculoskeletal medicine through world class patient care, research, and education. Under Mr. Shapiro’s leadership, the Hospital has experienced significant growth, expansion of facilities, and recognition as the world leader in its specialty areas of orthopedics, rheumatology, and their related disciplines.

Mr. Shapiro is a strong proponent of the link between internal culture and performance. He spends the time to ensure that every HSS employee is aligned with the Hospital’s goal of providing patients an unsurpassed experience that results in excellent medical outcomes. His philosophy of continual improvement has led to outstanding results. Patient satisfaction scores at HSS have consistently been among the highest in the nation. This attention to quality is also evident in the Hospital’s low infection and complication rates. Patients travel from across the United States and 104 countries to the Hospital for its unsurpassed diagnostic and clinical expertise.

His hands-on leadership has also led to extremely high employee engagement. HSS has received the prestigious Gallup Great Workplace Award twice for the most engaged workplaces in the world.

Mr. Shapiro has more than 30 years of healthcare experience, including as Executive Vice President and Chief Operating Officer of Geisinger Health System in Pennsylvania, and as a leader in the healthcare practice at McKinsey & Company. He began his career at Allegheny General Hospital in Pittsburgh, where he served in a number of capacities.

In the past, Mr. Shapiro has served as Board Chairman of the Greater New York Hospital Association, for which he continues to serve on the Executive Committee and others. He has also been a member of the Regional Policy Board for the American Hospital Association and received its Award of Distinction in 2009. Currently he serves on the Board of Crutches for Kids, Move Mountain Foundation, and Prep for Prep.

Mr. Shapiro earned his B.S. and M.H.A. degrees from the University of Pittsburgh.



Todd J. Albert, M.D.

Surgeon-in-Chief and Medical Director

Dr. Todd J. Albert is Surgeon-in-Chief and Medical Director and Korein-Wilson Professor of Orthopaedic Surgery at Hospital for Special Surgery. He is the Chairman of the Department of Orthopaedic Surgery and a Professor of Orthopaedic Surgery at Weill Cornell Medical College. Dr. Albert specializes in the field of orthopedic spine surgery focusing on disorders of the cervical spine. He has an interest in minimally invasive surgical techniques and image guided technologies in the management of spinal disorders.

He serves on the boards of several scholarly journals and is Past President of The Cervical Spine Research Society and Past Chair of The International Meeting of Advanced Spinal Techniques (IMAST) for the Scoliosis Research Society. Dr. Albert is the author of seven books and more than 40 book chapters, and has published 300 peer-reviewed and non-peer-reviewed articles. He has presented his research both nationally and internationally, and served as chairman at numerous courses.

Previously, Dr. Albert was Chairman of the Department of Orthopaedics and President of The Rothman Institute at Thomas Jefferson University Hospital in Philadelphia. He graduated from University of Virginia School of Medicine and completed his residency in Orthopedic Surgery at Thomas Jefferson University Hospital where he was named outstanding chief resident, and performed a fellowship in spinal surgery at the Minnesota Spine Center.



Mary K. Crow, M.D.

Physician-in-Chief

Dr. Crow is Physician-in-Chief and Chair of the Department of Medicine at Hospital for Special Surgery and is Chief of the Division of Rheumatology at HSS and New York-Presbyterian/Weill Cornell Medical Center. She is also Director of the Autoimmunity and Inflammation Research Program and Co-Director of the Mary Kirkland Center for Lupus Research at HSS. Dr. Crow holds the Benjamin M. Rosen Chair in Immunology and Inflammation Research at HSS and is the Joseph P. Routh Professor of Rheumatic

Diseases in Medicine at Weill Cornell Medical College.

Dr. Crow leads 66 full-time physicians, including 30 adult and 3 pediatric rheumatologists, who provide outstanding care to patients across the full spectrum of autoimmune and inflammatory rheumatic diseases and deliver perioperative medical care to patients undergoing surgical procedures at HSS. Dr. Crow has established disease-specific Centers of Excellence focused on innovative initiatives in clinical and translational research, patient and professional education, and quality of care.

Dr. Crow's academic and research career has focused on unraveling the cellular and molecular mechanisms that underlie the systemic autoimmune diseases, with a particular focus on systemic lupus erythematosus and rheumatoid arthritis. She has identified interferon-alpha, an immune system protein typically expressed in the setting of virus infection, as the key pathogenic mediator in lupus. Her laboratory continues to study the molecular pathways that are associated with the clinical manifestations of lupus and the mechanisms that result in disease flares.

In addition to her leadership roles at HSS and NYPH/WCMC, Dr. Crow has served as President of the American College of Rheumatology and as President of the Henry Kunkel Society. She has been honored as an “Arthritis Hero” of the Arthritis Foundation, and in 2010 she received the Margaret D. Smith Lifetime Achievement Award of the Arthritis Foundation, New York Chapter.



Lionel B. Ivashkiv, M.D.

Chief Scientific Officer

Dr. Ivashkiv is Chief Scientific Officer at Hospital for Special Surgery and Professor of Medicine and Immunology at Weill Cornell Medicine. He holds the Richard L. Menschel Research Chair and is the David H. Koch Chair in Arthritis and Tissue Degeneration at HSS. Dr. Ivashkiv is also an Attending Physician and Director of the David Z. Rosensweig Genomics Research Center at HSS.

As Chief Scientific Officer, Dr. Ivashkiv oversees the Hospital’s clinical, translational, and basic research programs, which encompass over 200 scientists and staff working to identify causes of and new treatments for orthopaedic and rheumatic conditions such as arthritis, bone and soft tissue injuries, autoimmune diseases, and musculoskeletal pain and deformities. Long-term research goals include expanding translational research, building multidisciplinary teams to study patients to answer key clinical questions, enhancing clinical research; and broadening the scope and impact of basic science on musculoskeletal disorders, with a focus on tissue repair, improving surgical outcomes, autoimmunity and inflammation, aging of musculoskeletal tissues, genomics, new treatments, and precision medicine.

Dr. Ivashkiv’s laboratory investigates the pathogenic mechanisms of cytokines in inflammatory and musculoskeletal conditions such as rheumatoid arthritis, osteolysis and orthopaedic implant loosening/failure, and systemic lupus erythematosus. The Ivashkiv laboratory studies cytokine signaling, mechanisms of cytokine production, and epigenetic regulation of inflammatory gene expression to discover new mechanisms and therapeutic targets for inflammatory and musculoskeletal diseases.



Catherine Callagy

Senior Vice President and Chief Development Officer

Healthcare and civic philanthropy veteran Catherine Callagy was appointed Chief Development Officer by Hospital for Special Surgery in September, 2017. In her role, Ms. Callagy has the unique opportunity to bring philanthropists, leaders, and ideas together to enact real change in musculoskeletal healthcare through her planning, management, and implementation of all fundraising activities on behalf of HSS. Ms.

Callagy’s leadership helps HSS and philanthropists positively impact generations to come.

Ms. Callagy has over 18 years of experience in fund development primarily at healthcare organizations. Most recently, Ms. Callagy acted as Executive Director of Development at Stamford Hospital Foundation in Connecticut. In that role, she oversaw the campaign to fund the development of their new replacement hospital.

A graduate of Georgetown University, Ms. Callagy currently resides in Fairfield County. Over the course of her career, Ms. Callagy has been involved in a number of pro bono and volunteer

efforts, including working with former New York City mayor Rudy Giuliani to establish the Twin Towers Fund after 9/11.



Marissa Nemirofsky

Executive Director for Individual Giving

Marissa Nemirofsky serves as the Executive Director of Individual Giving at the Hospital for Special Surgery. In this role she oversees the growing major gift program, planned giving, and annual fund. These teams are responsible for advancing capital, patient care, and educational priorities across HSS in a time of tremendous growth and opportunity. Prior to joining HSS, Ms. Nemirofsky served as Senior Executive Director of Development at UC San Diego Health. She led an interdisciplinary fundraising team responsible for Cancer, Surgery, and Regenerative

Medicine, contributing to a \$1.2 billion Health Sciences Campaign. Together, they nearly doubled cancer fundraising in one fiscal year.

Previously, Ms. Nemirofsky served as the Director of Development for Cornell Tech, where she was second in command of the Campaign—securing major and principal level support and working on the long-term development of a comprehensive development program for the new campus. Prior to this, Ms. Nemirofsky held several key leadership roles at Columbia University Medical Center, managed one of the most successful medical school campaigns in history and was a key member of the team which built the award winning Vagelos Education Center.

Previous to her time at Columbia, Ms. Nemirofsky led the Campaign for the Emergency Department at Lenox Hill Hospital which enhanced a vital resource in New York City.

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidates for the position of Director of Stewardship and Development Communications should have

- a proven ability to successfully provide strategic direction, leadership, and management of development communication initiatives for a multi-unit-based fundraising team;
- a demonstrated ability to conceive, design, write, and produce collateral materials supporting a major and principal gifts fundraising team;
- affirming management and team-oriented skills to thrive in a collaborative organization, while maintaining best practices, establishment and achievement of clear goals, and shared accountability;
- excellent communication (speaking, writing, presentation, and active listening) skills and an ability to effectively communicate at all levels within an institution, as well as with external constituencies;
- an ability to manage multiple priorities and highly developed organizational skills;
- an ability to meet deadlines and on-demand requests for written materials;
- flexibility and resourcefulness;
- a goal-oriented disposition and a desire to get results by completing assignments on time and at the highest standards;
- technological savvy and proficiency in MS Office (MS Word, Excel, PowerPoint, Outlook), with the ability to learn additional software and Raiser's Edge, the database used for the Hospital's fundraising; and

- diplomacy and discretion and the ability to handle highly sensitive and/or confidential information appropriately.

A bachelor's degree in a relevant discipline or related experience is required for this position as is six to eight years of experience in development communications and stewardship, with at least three years of supervisory experience.

SALARY & BENEFITS

Hospital for Special Surgery offers a competitive salary and benefits package.

LOCATION

Hospital for Special Surgery is located in New York City.

DIVERSITY AND INCLUSION

Hospital for Special Surgery is committed to providing high-quality care and skilled, compassionate, reliable service to the community in a safe and healing environment. Consistent with this commitment, HSS admits and treats patients, and provides all care and services without regard to age, race, color, creed, ethnicity, religion, national origin, culture, language, physical or mental disability, socioeconomic status, veteran or military status, marital status, sex, sexual orientation, gender identity or expression, or any other basis prohibited by federal, state, or local law or by accreditation standards.

HSS strives to deliver optimal care and services to all of its patients by adopting initiatives, behaviors, attitudes, and policies that enhance cultural competency and inclusion while serving a multicultural population. HSS believes that healthcare services that are respectful of and responsive to health beliefs, practices, and cultural and linguistic needs of diverse patients help to foster positive health outcomes.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Ron Schiller:
ronschiller@aspenleadershipgroup.com.

All inquiries will be held in confidence.



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