

# ASPEN • LEADERSHIP • GROUP

**DIRECTOR, DIRECT RESPONSE FUNDRAISING & SOCIAL ENGAGEMENT**

**THE JACKSON LABORATORY**

**Farmington, Connecticut**

<http://jax.org>



The Aspen Leadership Group is proud to partner with The Jackson Laboratory in the search for a Director, Direct Response Fundraising & Social Engagement.

The Director, Direct Response Fundraising & Social Engagement will lead the development and execution of a new Jackson Laboratory direct response fundraising program to acquire, retain, upgrade, and steward donors and ensure the increase of funding for research and programming.

Reporting to the Senior Director of Development, and in close coordination with the Director of Advancement Services and other senior members of the Advancement management team, this position requires a strong command of direct response fundraising and marketing principles, social media messaging and engagement experience, strong data segmentation and analytical skills, creativity, and outstanding communication skills with both internal and external constituents.

The Jackson Laboratory is an independent, nonprofit organization focusing on genetic and genomic research to advance human health. Its mission is to discover precise genomic solutions for disease and empower the global biomedical community in the shared quest to improve human health. This bipartite mission statement reflects its focus on conducting impactful genetic research improving human health and its commitment to serve the larger biomedical community with its scientific products and genetic resources.

The Jackson Laboratory employs nearly 2,000 employees on three campuses: Bar Harbor, Maine; Sacramento, California; and Farmington, Connecticut. The Jackson Laboratory for Mammalian Genetics in

Bar Harbor, Maine deploys the mouse as a research tool to understand normal mammalian development and the mechanisms of disease. Because mice and humans share 95 percent of their genes, the mouse is an effective and efficient model of the human condition. The Jackson Laboratory for Genomic Medicine in

Farmington, Connecticut, focuses on human genetics and genomics as well as computational biology. In addition, both campuses in Bar Harbor and Sacramento provide services and products (primarily mouse models) for the external scientific community. Thus, along with its research, The Jackson Laboratory provides scientific resources, techniques, software, and data to scientists around the world, and it educates students and professionals through courses, internships, and other programs.

## REPORTING RELATIONSHIPS

The Director, Direct Response Fundraising & Social Engagement will report to the Senior Director of Development.

## PRINCIPAL OPPORTUNITIES

**Help support JAX's research for tomorrow's cures.** Imagine a world free of devastating disease. A world where cancer, diabetes, Alzheimer's, and even aging—many of the diseases and conditions that compromise human health—are understood and stopped. Now, imagine that you play a pivotal role right alongside world-class scientists and philanthropists passionate about curing disease to improve human health.

Under the leadership of Edison T. Liu, M.D., president and chief executive officer, and Gregory R. Leet, vice president for advancement, The Jackson Laboratory (JAX) is searching for likeminded creative and driven individuals to join its development team and raise philanthropic support for the cutting-edge scientific breakthroughs of tomorrow. Just as the unique human genome is being unlocked at JAX to change the future of human health, your unique skills can also be unleashed to full potential.

**Discovering precise genomic solutions for human disease.** JAX is an independent nonprofit biomedical research institution with more than 1,800 employees who are passionate about one mission: to discover precise genomic solutions for disease and empower the global biomedical community in the shared quest to improve human health. More than 60 JAX principal investigators from diverse backgrounds and areas of expertise are collaborating closely together to advance mammalian genetics and human genomics in a wide range of disease and research programs.

Founded in 1929 in Bar Harbor immediately adjacent to Acadia National Park on Maine's iconic coastline, the Laboratory applies its eight decades of expertise in genetics to increase understanding of human disease. Over nearly a century, the research, resources, and educational program of JAX have been associated with 26 Nobel prizes, including our own faculty member, George D. Snell (1980). More recently, our new campus for human genomic medicine opened in Farmington, Connecticut alongside the University of Connecticut Health Center just outside Hartford, a vibrant economic corridor for culture, education, science, and entrepreneurial research.

### **PRIMARY RESPONSIBILITIES**

The Director, Direct Response Fundraising & Social Engagement will

- lead the development and execution of a new JAX direct response fundraising program to acquire, retain, upgrade, and steward donors and ensure the increase of funding for research and programming including
  - direct mail services to reach existing donors and high propensity prospects using best practice direct mail strategies, tactics, and tools;
  - digital fundraising campaigns using social acquisition to create vital experiences that reach new donor prospects;
  - coordinated search engine marketing with JAX Marketing;
  - social media content and marketing working with JAX strategic communications and marketing to monetize our efforts that identify and embolden advocates to work on JAX's behalf; and
  - launching catalytic events that leverage viral environments to create acquisition campaigns that rapidly add donor prospects.
- develop metrics to measure performance and results of various direct response initiatives; specifically, drive reporting needs and analyze results of cultivation and acquisition performance metrics; make necessary changes to ensure continued growth across the direct response fundraising program;
- assist in list segmentation recommendations and the development of new models;

- collaborate closely with colleagues in JAX Advancement to integrate director response fundraising campaigns across multiple communications channels with the Senior Director of Development, Senior Communications Campaign Manager, Director of Digital Communications, Director of Development Services and Operations, Associate Director of Development Communications, and the JAX Creative team;
- identify and assess emerging direct marketing and media trends and opportunities;
- regularly monitor and analyze performance metrics on direct mail programs, monitoring benchmarks within non-profit industry;
- achieve all annual and long-term advancement goals in a timely manner with the highest standards of quality;
- raise the total annual giving goal, currently \$2,250,000;
- develop and execute on budget and on time the annual giving program strategic plan;
- incorporate JAX values and the ethics of professional fundraising in all aspects of work performance;
- demonstrate outstanding communication and interpersonal skills, both verbally and in writing;
- positively contribute to all aspects of JAX fundraising—wide dissemination of JAX mission and messaging, particularly related to research, programs, and improving human health; increasing the number of JAX donors; increasing year-over-year unrestricted annual gifts to support research and programs; and seeding a pipeline of new major and principal gift prospects;
- raise awareness of JAX research in all specific disease/program areas with targeted audiences with a propensity to provide philanthropic support; and
- ensure that JAX upholds the highest professional and ethical fundraising standards.

#### KEY COLLEAGUES



**Gregory R. Leet, M.N.P.S.**

**Vice President for Advancement**

As vice president for advancement, Leet leads development, strategic communications, and trustee relations for The Jackson Laboratory (JAX). Leet comes to JAX with more than 25 years of advancement experience, much of it as a senior leader in large, complex institutions.

Prior to joining JAX, Leet served as vice chancellor for university advancement at the University of California, Irvine leading all advancement and fundraising programs and initiatives, including those of the UCI Medical Center and Chao Comprehensive Cancer Center, and oversaw the university's community and government relations programs. Under Leet's leadership, UCI became the youngest university to complete a \$1 billion fundraising campaign. He also secured UCI's then largest gift ever of \$40 million for nursing and allied health sciences. During his tenure, the department recruited nearly 90

advancement professionals globally, and implemented development analytics and a comprehensive donor relationship management system.

Leet was formerly vice president at Grenzebach Glier & Associates (GG+A) in Chicago, an advancement consulting firm. There he worked with universities and nonprofits to enhance development programs for clients including UCLA Health Systems, University of Southern California, Los Angeles Philharmonic, and the Pew Charitable Trusts.

While vice president of development at the Arizona State University Foundation, Leet managed the development staff for a then-planned \$1.3 billion campaign. He also collaborated on fundraising projects such as the ASU Biodesign Institute and helped with ASU's institutional rebranding initiative and innovative prospect management program. The branding and prospect management efforts both garnered national awards from the Council for Advancement & Support of Education (CASE).

Leet previously was at Creighton University, a private comprehensive research and teaching university. He held several major gifts officer and management positions and secured a \$50 million outright gift, the largest in Creighton's history. In 2007, Creighton received the CASE Circle of Excellence Award as one of the nation's top 30 development programs.

Leet received his bachelor's degree in journalism from Kansas State University and his master's degree in nonprofit studies at Arizona State University.



**Peter Lamothe**  
**Senior Director of Development**

Peter Lamothe joined The Jackson Laboratory in 2014 as senior director of development reporting to the vice president for advancement. In his role, Lamothe leads the principal, major, and leadership gifts team, as well as the annual fund, special events, and the corporate and foundations teams. He also manages a portfolio of major and principal gift donors and leads special projects within the development office.

Lamothe has more than 20 years of experience in nonprofit fundraising, strategic planning, campaign management, and organizational leadership. From 2007-14, he was the development director at Yale Cancer Center where he helped to complete a \$100 million capital campaign for the Smilow Cancer Hospital, launched the *Closer to Free* annual fund, and developed fundraising strategies to support the Center's core research priorities. He also managed the Yale Cancer Center Director's Advisory Board.

Lamothe was the executive director of the New Haven Museum and Historical Society from 2000-2006, education and tours coordinator at the Isabella Stewart Gardener Museum from 1995-2000, and began his non-profit career at Monticello and the Thomas Jefferson Foundation in 1993. He also serves on the board of directors for the National Association of Cancer Center Development Officers and holds a B.A. in history from the University of Massachusetts at Amherst.



**Edison T. Liu, M.D.**

**President and CEO**

Dr. Liu is the president and CEO of The Jackson Laboratory. Previously, he was the founding executive director of the Genome Institute of Singapore (2001-2011), and was the president of the Human Genome Organization (HUGO) from 2007-2013. Between 1997 and 2001, he was the scientific director of the National Cancer Institute's Division of Clinical Sciences in Bethesda, Maryland, where he was in charge of the intramural clinical translational science programs.

From 1987 to 1996, Dr. Liu was a faculty member at the University of North Carolina at Chapel Hill, where he was the director of the UNC Lineberger Comprehensive Cancer Center's Specialized Program of Research Excellence in Breast Cancer; the director of the Laboratory of Molecular Epidemiology at UNC's School of Public Health; chief of Medical Genetics; and the chair of the Correlative Science Committee of the national cooperative clinical trials group, CALGB. Dr. Liu is an international expert in cancer biology, genomics, human genetics, molecular epidemiology, and translational medicine.

Dr. Liu's own scientific research has focused on the functional genomics of human cancers, particularly breast cancer, uncovering new oncogenes, and deciphering on a genomic scale the dynamics of gene regulation that modulate cancer biology. He has authored over 300 scientific papers and reviews, and co-authored two books. He obtained his B.S. in chemistry and psychology, as well as his M.D., at Stanford University. He served his internship and residency at Washington University's Barnes Hospital in St. Louis, followed by an oncology fellowship at Stanford. From 1982 to 1987 he was at the University of California, San Francisco, at the G.W. Hooper Foundation. He is the recipient of the AACR Rosenthal Award, the Brinker International Award for Breast Cancer Research, and the President's Medal from the Singaporean government for his work in resolving the SARS crisis. He holds Doctorates (Honoris Causa) from Queen's

University of Belfast, and Colby College, and was named one of Singapore's 50 most influential foreigners who shaped the course of the country.



**Charles E. Hewett, Ph.D.**

**Executive Vice President and Chief Operating Officer**

Chuck Hewett serves as executive vice president and chief operating officer of The Jackson Laboratory and as the senior executive responsible for JAX® Mice, Clinical & Research Services, the organization's nonprofit research resources and services business. Since his arrival in 2004, he has overseen the launch of numerous research products and services;

modernization of mouse production facilities; and completion of new research laboratories in Bar Harbor, Maine, and the relocation and expansion of the Laboratory's California operation. Dr. Hewett also led the development of The Jackson Laboratory for Genomic Medicine and secured the state of Connecticut's agreement to provide \$291 million, 17 acres of land, and 10 faculty positions for its establishment. He also worked to design and construct the facility and recruit its administrative staff. Dr. Hewett is a member of the Laboratory's Board of Trustees and also served as a founding board member of the New York Genome Center.

Prior to joining the Laboratory, as CEO of Atlantic Energy Partners and Neptune Regional Transmission System, Dr. Hewett successfully developed a \$650 million underwater merchant D.C. electric transmission system connecting Long Island, N.Y., to New Jersey. At the same time, he also served as vice president and secretary to the Board of the Cianbro Companies. In the mid-1990s, Dr. Hewett served for three



years as the chief operating officer of the Executive Branch of the state of Maine during Gov. Angus King's first term. He has held chief executive posts in the international pharmaceutical industry, in electric generation and in natural resource management, and has created companies and managed start-up projects in Asia, Europe and the United States. He is a Phi Beta Kappa graduate in political economy from Williams College and holds M.F.S., M.S. and Ph.D. degrees from Yale University,

where he was a member of Sigma Xi.

**S. Catherine 'Katy' Longley, JD**

**Vice President and Chief Financial Officer**

Ms. Longley serves as Vice President and Chief Financial Officer (CFO) providing strategic leadership, direction, and management for all financial activities of The Jackson Laboratory including leading the development of financial strategies, plans and budgets, and developing a world class Financial Services team.

For nearly 14 years, Longley served as the senior vice president for Finance and Administration & Treasurer at Bowdoin College where she was the senior financial officer responsible for the institution's strategic financial planning and budgeting, capital structure, operating budget, risk management, and procurement.

She spent 12 years practicing law with Verrill & Dana, LLC, in Portland, Maine including six as a partner, and also served for seven years as a Commissioner in the administration of former Maine Governor Angus King where she had oversight for professional and financial regulation. Longley serves as a director of Camden National Corporation, Camden, Maine (CAC, NASDAQ), and serves on the board of Wheaton College in Norton, Massachusetts. She holds a Bachelors of Art Degree from Bowdoin College as well as a Juris Doctor Degree from Suffolk University Law School.

### **CANDIDATE QUALIFICATIONS AND QUALITIES**

The ideal candidate for the position of Director, Direct Response Fundraising & Social Engagement should have

- experience working with and managing various vendors, including print, letter shop, merge/purge, creative, and list brokers;
- proven excellent project management skills;
- previous experience working with strategic, analytical, operational, and creative teams;
- experience managing various vendor partners;
  
- demonstrated ability to handle numerous projects simultaneously;
- proven written and verbal communication skills;
- proven ability to work well under pressure and meet deadlines;
- demonstrated exceptional attention to detail;
- strong organizational, interpersonal, and motivational skills; and
- commitment to improving human health through biomedical research.

A Bachelor's degree is required for this position as is a minimum of 5 years of experience in non-profit donor or consumer direct mail acquisition marketing for strategic, analytical, operational, and creative teams, including marketing plan and budget development, program analysis, and creative direction.

### **SALARY & BENEFITS**

The Jackson Laboratory offers a competitive benefits and compensation package.

### **LOCATION**

The selected candidate will work at Jackson Laboratory's offices in Farmington, Connecticut.

### **DIVERSITY AND INCLUSION**



The Jackson Laboratory is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.

#### **APPLICATION DEADLINE**

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, contact Ron Schiller at [ronschiller@aspingleadershipgroup.com](mailto:ronschiller@aspingleadershipgroup.com).*

*All inquiries will be held in confidence.*

#### **ASPEN • LEADERSHIP • GROUP**

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