



SENIOR VICE PRESIDENT FOR STRATEGIC COMMUNICATIONS

LUCILE PACKARD FOUNDATION FOR CHILDREN'S HEALTH

Palo Alto, California

[Lucile Packard Foundation for Children's Health](#)



The Aspen Leadership Group is proud to partner with the Lucile Packard Foundation for Children's Health in the search for a Senior Vice President for Strategic Communications.

The Senior Vice President of Strategic Communications will ensure that communications is a strategic function embedded in all of the Foundation's work, and that the Foundation's approach to communications will be transformative and a catalyst for change, providing fresh and innovative communication tools for its internal and external constituencies.

The Senior Vice President will be a thought leader and key strategic advisor to the Foundation's President, senior leadership, and board, and will be charged with creating a clear strategic communications strategy that will position the Foundation as an indispensable partner on children's health, both in its work to raise philanthropic support and in its Programs and Partnerships department. The Senior Vice President will promote and protect the Foundation's brand and reputation among external and internal constituents and ensure strategic alignment among all communications deployed across multiple platforms and audiences. The Senior Vice President will also support and build momentum and develop the case and supporting collateral for the Foundation's current fundraising campaign.

This senior leader will serve on the Foundation's executive team as the expert on strategic communications and will use strategies to advance the Foundation's philanthropic priorities, help to expand engagement, particularly with current and prospective large gift donors to garner financial support for maternal and pediatric care and research in partnership with Lucile Packard Children's Hospital and the Stanford School of Medicine.

The Lucile Packard Foundation for Children's Health, a wholly independent 501(c)(3) nonprofit organization, works to improve the health and well-being of children and expectant mothers by fundraising on behalf of [Lucile Packard Children's Hospital Stanford](#) and the child and maternal health programs at [Stanford University School of Medicine](#).

Lucile Packard Children's Hospital Stanford began with one mother's vision. Lucile Salter Packard, its generous founder and visionary for children's health, believed strongly in caring for both the body and soul of every child. That commitment to nurturing care continues to guide Stanford Children's Health and the hospital, named in honor of Mrs. Packard.

Opened in 1991, Lucile Packard Children's Hospital Stanford is the heart and soul of Stanford Children's Health. Nationally ranked and internationally recognized, the 361-bed hospital is devoted entirely to pediatrics and obstetrics. Its centers provide comprehensive services and deep expertise in key obstetric and pediatric areas: brain and behavior, cancer, heart, pregnancy and newborn, pulmonary, orthopedics and sports medicine, and transplant. It also provides an additional, wide range of services for babies, children, and pregnant mothers. The hospital's main building, which opened in December 2017, is the

country's most technologically advanced, family-friendly, and environmentally sustainable hospital for children and pregnant mothers.

Stanford University School of Medicine is a premier research-intensive medical school that improves health through leadership, collaborative discoveries, and innovation. The School of Medicine consistently ranks among the nation's top 10 medical schools, integrating research, medical education, patient care, and community service. The School of Medicine's partnership with Lucile Packard Children's Hospital and Stanford Hospital & Clinics facilitates the rapid translation of basic science into better clinical care for patients of all ages.

REPORTING RELATIONSHIPS

The Senior Vice President for Strategic Communications will report to the Chief Executive Officer and President Dr. Cynthia Brandt and will serve on the Foundation's Executive Team.

PRINCIPAL OPPORTUNITIES

Lucile Packard Foundation for Children's Health offers the Senior Vice President for Strategic Communications an opportunity to join a highly mission-focused team with exceptional leadership in support of a preeminent children's hospital and child and maternal health programs at a critical moment in time. The Senior Vice President for Strategic Communications will capture the Foundation's strategic campaign aspirations in all communications with dynamic and compelling language and imagery that conveys not only urgency in its research and care, but that affords exciting opportunities to engage and partner with the Foundation in this pursuit.

First and foremost, the Senior Vice President joins a team with unwavering commitment to the mission of the Lucile Packard Foundation for Children's Health: to work in alignment with Lucile Packard Children's Hospital Stanford and the child health programs of Stanford University to elevate the priority of children's health, and increase the quality and accessibility of children's health care through leadership and direct investment. This critical mission drives and inspires the Foundation team, creates a shared vision, and encourages strong and enduring relationships. We share in a belief that we are on the cusp of breakthroughs that will improve the lives of children.

In President Cynthia Brandt, the Senior Vice President will find a partner with energy, drive, and focus and a background in both campaigns and external relations. She is poised to work with the Senior Vice President to both promote and protect the Foundation's brand. In addition, Paul King, who joined Stanford Children's Health as President and CEO in January 2019, brings a distinguished record of accomplishment and dedication to the critically important role of pediatric and obstetric care. Our affiliation with Stanford Medicine and Stanford University offers the Senior Vice President access to the world's leading scientists and researchers working to develop groundbreaking advances and new discoveries.

Lucile Packard Children's Hospital Stanford is one of just ten children's hospitals nationwide, and the only one in Northern California, named on the 2020-21 U.S. News & World Report Best Children's Hospitals Honor Roll. It is also the youngest hospital to achieve that honor. This distinction affirms our faculty, physicians, and staff's pursuit of excellence and the exceptional quality of care they provide to patients and families. Furthermore, our location in Silicon Valley with its culture of innovation provides significant philanthropic potential and resources, while encouraging the translation of world-class level solutions into passionate cases for support and engagement.

The Lucile Packard Foundation for Children's Health is on a mission to raise more money for maternal and children's health at the Lucile Packard Children's Hospital and the School of Medicine at Stanford University. We have many of the ingredients for success, including new leadership at the hospital and Foundation and passionate board members. Our leaders and partners are enthusiastic about working with a new Senior Vice President that will propel us to the next level by becoming even more strategic and efficient in how we work together.

–Brian Perronne, Chief Operating Officer and Senior Vice President for Development

DIVERSITY, EQUITY, AND INCLUSION

The Lucile Packard Foundation for Children's Health believes that a workforce comprised of people from different backgrounds and experiences makes it better at what it does. The collective sum of the individual differences, life experiences, knowledge, innovation, self-expression, unique capabilities, and talent that the Foundation team brings to its work and the workplace represents a significant part of not only its culture, but the Foundation's reputation as well.

The Foundation embraces and values its differences in age, color, disability, ethnicity, family or marital status, language, national origin, physical and mental ability, political affiliation, race, religion, transgender status, gender identity or expression, sexual orientation, socio-economic status, veteran status, and all of the other characteristics that make each of us unique. It also recognizes that not all differences are visible and everyone deserves to be treated with respect and dignity regardless of visible or invisible differences. All individuals are welcome.

The Foundation's diversity initiatives are reflected in its practices and policies on recruitment and selection, compensation and benefits, professional development, training, promotions, transfers, social and recreational programs, layoffs, terminations, and the ongoing development of a work environment built on the premise of gender and diversity equity that encourages and supports teamwork and employee participation, permitting the representation and inclusion of all groups and employee perspectives; work/life balance through generous and flexible time-off policies; and treating co-workers, constituents, vendors and others with whom we may interact with respect, dignity, and empathy.

PRIMARY RESPONSIBILITIES

The Senior Vice President for Strategic Communications will

- create and direct an integrated strategic communications and public engagement plan that supports the Foundation's objectives; expands its base of donor support; and increases philanthropic support;
- oversee the development and deployment of innovative and holistic communications plans and tactics with the Foundation President, board members, and team members;
- collaborate effectively with the Foundation's leaders on strategic messaging and tactical communications initiatives;
- lead and integrate the Foundation's strategic communications efforts and projects with key hospital and school partners to enhance the Foundation's ability to build, enhance, and amplify their reputations as a nationally premier maternal and pediatric clinical and research institution amongst supporting constituencies;
- in collaboration with the President, personally develop messaging and presentation content for key audiences including board and principal gift donors including pitch decks and customized proposals;
- serve as chief content strategist, building capacity to work with faculty to translate their visions into cases for support;

- partner with senior management to develop an internal communications strategy;
- supervise the leader of the communications team responsible for internal and external electronic/print communications, publications, content strategy and development, media relations and digital communications, including social media and advertising;
- supervise the leader of the stewardship and donor relations function and guide the team to support broader stewardship programming for all levels of donors, with an emphasis on personalized stewardship for the largest donors, with a specific focus on creating a stewardship programs for key initiatives and priorities;
- oversee and enhance a compelling digital presence;
- develop, execute, and monitor a strategy to expand vibrant and responsive online communications and communities in support of key objectives and initiatives;
- develop a faculty partnerships initiative to leverage their expertise in developing content and proposals;
- develop a comprehensive communications coaching strategy to help enable the Foundation leaders and development officers to articulate its priorities in clear, compelling language that connects with donors and prospects,, and secures increasing levels of private support;
- guide the department in order to maximize resources, meet the changing needs of the organization, and ensure the team is always capable of achieving ambitious goals;
- develop a strategy for renewing and strengthening communications capacity by researching emerging communications vehicles and trends and techniques, and by leveraging existing relationships with university and community partners and high-impact supporters;
- recruit, manage, and allocate creative people and vendors; and
- oversee, coordinate, and maintain relationships with staff, faculty, researchers, patient families, and administrators to identify compelling story packages and opportunities to join national conversations on subject matter expertise.

KEY COLLEAGUES



Cynthia Brandt, Ph.D.
Chief Executive Officer and President

Cynthia Brandt was thrilled to join the Lucile Packard Foundation for Children’s Health as President and CEO in 2018. Now she is on a mission—with the outstanding team at the Foundation—to unlock philanthropy to improve health for all kids and moms, in Silicon Valley and around the world.

During 20+ years in fundraising and communications, Brandt has contributed to important missions and great teams as Campaign Director for the Smithsonian Institution, Vice President for Advancement at Mills College, and Associate Dean for External Relations at Stanford University’s School of Humanities & Sciences. She is grateful and motivated to give back because others’ generosity allowed her to pursue a Ph.D. and M.A. in sociology at Stanford and a B.A. in English and fine arts at Vanderbilt.

Brandt is passionate about the potential for science to heal humanity and the planet. She is emphatic that this work must be grounded in empathy and a commitment to lift up all people equally.



Brian Perronne

Chief Operating Officer and Senior Vice President for Development

Brian Perronne joined the Foundation in 1997 and was a founding member of the Foundation's leadership team. In his current role, Brian oversees planned giving, corporate relations, foundation relations, annual giving, stewardship, development communications, events, human resources, and data analytics and prospect research. He staffs the Compensation committee of the board. Prior to joining the Foundation, he spent five years in Stanford University's Office of Development where he held leadership roles in annual and reunion giving. Perronne earned his Bachelor of Arts with distinction from Stanford University.



Kathy Coulbourn

Chief Financial Officer

Kathy Coulbourn joined the Foundation in 2007. Coulbourn is responsible for all aspects of accounting and finance, investments, information technology, development systems and services including database management and related systems. She staffs the Audit, Investment & Finance, and Programs & Partnerships committees of the board. In addition to her CFO responsibilities, Coulbourn is serving as the interim Vice President for Programs & Partnerships. Prior to joining the Foundation, Coulbourn spent eight years at KPMG followed by finance leadership roles at three high tech start ups. Coulbourn earned her

Bachelor of Science in Math Applied Science from UCLA and is a certified public accountant in California.

PREFERRED QUALIFICATIONS

The Lucile Packard Foundation for Children's Health seeks a Senior Vice President for Strategic Communications with

- senior level expertise with strategic communications, digital media, marketing, PR and community relations, written and persuasive communications, and donor relations within a health care organization, research university, or complex non-profit that depends on raising private support;
- a demonstrated ability to lead and motivate staff, foster collaboration and team spirit, integrate and develop organizations and teams, and manage staff through change;
- a deep understanding of philanthropy and an ability to articulate a compelling case for support;
- a track record in leadership positions of increasing responsibility;
- a record of individual contribution, especially when it comes to "top of the pyramid" work;
- an ability to work independently and to manage in a complex environment;
- a goals-oriented temperament; and
- excellent oral, written, and interpersonal communication skills, with proven effectiveness in interaction with administration, faculty, researchers, staff, and external constituencies.

A bachelor's degree is required for this position as is at least ten years of relevant or comparable experiences in communications, public affairs, journalism or related fields, including managing others.

SALARY & BENEFITS

The Lucile Packard Foundation for Children's Health offers a competitive salary and an excellent employee benefits package that includes competitive financial and health insurance benefits along with a working

environment that supports well-being, career development, continuing education, work-life balance, and social responsibility.

LOCATION

This position is located in Palo Alto, California.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the Lucile Packard Foundation for Children's Health to elevate the priority of children's health.*** The Foundation encourages applications from candidates that reflect the diversity of the community it serves. Review of applications will begin immediately and will continue until the successful candidate has been selected.

To apply for this position, visit:

[Senior Vice President for Strategic Communications, the Lucile Packard Foundation for Children's Health.](#)

To nominate a candidate, please contact Gregory Leet:

gregoryleet@aspenleadershipgroup.com.

All inquiries will be held in confidence