



**North Conway, NH**

**Vice President for Marketing and Development**

**THE ORGANIZATION:**

Memorial Hospital blends medical expertise and technology with a genuine concern for people. The hospital provides a full range of acute and long-term care services to the residents of Mt. Washington Valley and nearby communities in New Hampshire and Maine. Services include emergency medicine, cardiac services, a family birthing center, ICU/critical care and medical/surgical units, laboratory services, oncology/infusion services, orthopedics, radiology/imaging, rehabilitation services, women's health, a diabetes center and surgical services. The 25 bed Hospital has critical access status and employs 460 people. In order to ensure a full continuum of health care services for the surrounding communities, the organization also consists of MWV Healthcare, Inc., the employed physician practice; White Mountain Community Health Center; Carroll County Health & Home Care Services; the Visiting Nurse & Hospice Care Services of Northern Carroll County; and Merriman House, a 45-bed nursing facility. In addition to a population base of 47,000 residents, the hospital provides care to the many area visitors, summer vacationers, skiers, hikers, and other sports enthusiasts.

**THE COMMUNITY:**

The Mt. Washington Valley of New Hampshire is comprised of 27 towns that surround Mount Washington, the tallest peak in the Northeast and the pinnacle of The White Mountains at 6,288 feet. The area, surrounded by the 770,000 acre White Mountain National Forest, is a well known year-round vacation destination. A little more than an hour's drive from Portland, Maine and two-and-a-half hours from Boston, Massachusetts, the area offers a more rural lifestyle with abundant options for outdoor adventures.

Through the years, North Conway has been named one of the top ski towns in the US, one of the best places in the country to retire and many more accolades including National Geographic Adventure naming North Conway among the Top 30 action packed regions of the country and the distinction as "Coolest Multi Sport Town" making Mt. Washington Valley a Mecca for outdoor adventure.

**THE POSITION:**

The Vice President of Marketing and Development will serve as the Hospital's chief marketing officer and chief development officer, reporting to Memorial Hospital President and CEO Scott McKinnon and is a member of the Hospital's senior management team. The Vice President of Marketing and Development will be responsible for the creation and successful execution of a strategic marketing plan and execution of the recently created development plan. The Vice President of Marketing and Development will have overall responsibility for all marketing, public relations, community relations and fund raising activities. This position is supported by 4.5 professionals in the following areas: community relations and development, volunteer services and the medication bridge program. There are active Marketing and Development Committees. The Marketing program receives strategic and programmatic counsel from Burgess

Advertising. The Hospital retained Copley Raff, Inc in 2009 to conduct a development assessment and create a plan to enhance the dormant program. The Vice President of Marketing and Development will oversee day-to-day operations including budget management, staff, and administrative systems to ensure that the hospital's marketing and development programs are high performing and support the hospital's strategic plan.

**CANDIDATE PROFILE:**

Candidates interested in the Vice President of Marketing and Development position should have a minimum of 10 years experience in marketing and public relations in a prominent non-profit organization (preferably healthcare). In addition to marketing and public relations experience, the candidate should have a working knowledge of development. Ideally, the candidate will possess the following traits, background, experience and personal characteristics to manage a comprehensive Marketing, Public Relations and Development Program:

1. Ability to work with the CEO, Board of Trustees Marketing and Development Committees, and multiple Memorial Hospital stakeholder organizations to heighten awareness of the hospital and subsequently increase market share and philanthropic giving. Support, as needed, the education of the Board of Trustees and all stakeholder groups on marketing and development topics.
2. Ability to create and implement the marketing plan and manage the relationship with outside advertising counsel.
3. Ability to develop rapport with area professionals and press to insure that Memorial Hospital's mission is understood and supported by the community.
4. Ability to develop long and immediate cultivation and solicitation programs such as the Bigelow Society for major donor prospects. Participate in the direct solicitation of donors and prospects.
5. Ability to create and adhere to departmental budgets. Prepare reports required for administrative and regulatory purposes.
6. Ability to supervise the Director of Community Relations, Volunteer Services Coordinator, Medication Bridge Coordinator and Development Associate.
7. Possess excellent planning and execution skills; achieves strategic goals in a well-organized fashion with effective procedures and outcomes; can evaluate priorities to maximize the use of resources and return on investment.
8. Willingness to be an active community leader and advocate for Memorial Hospital throughout the region.
9. Possess a high energy level, is personable, trustworthy, diplomatic, with impeccable integrity, a "can-do" attitude, and a good sense of humor.
10. Provide excellent references from previous employers, subordinates, and board leaders.

**QUALIFICATIONS:**

- Bachelor's degree is required.
- 10 years of demonstrated marketing and public relations experience.
- Working knowledge of development.
- Experience with high performing nonprofit; a healthcare organization is beneficial.
- Ability to communicate effectively with stakeholders and donors.
- Ability to maintain donor confidentiality as requested.
- Attention to detail and ability to work independently are important.
- Small shop experience a plus
- Willingness to relocate to the Mt. Washington Valley.

**COMPENSATION:** A competitive salary commensurate with experience is provided by Memorial Hospital.

**CONTACT:** To apply or nominate candidates, please submit a letter of interest with resume, credentials and references in confidence to:



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