



# Executive Director Position Announcement

May 8, 2023

Salary Range: \$130,000 to \$150,000

Please send cover letter and resume (or nominations) to:  
[SECUFamilyHouseChapelHillsearch@mossandross.com](mailto:SECUFamilyHouseChapelHillsearch@mossandross.com)

Applications will be accepted until the position is filled. To ensure full consideration, please apply by Friday, June 2, 2023.



## The Opportunity

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The next Executive Director for the SECU Family House at UNC Hospitals (“Family House”) will be leading a dynamic organization in the implementation of an ambitious strategic plan focused on nurturing talent, enhancing the experience of their guests, and innovating for organizational sustainability. A recent successful capital campaign that raised \$10.3 million has funded the expansion of Family House to its current size of 75 rooms, and the new Executive Director will



have the opportunity to work with the leadership at UNC Hospitals in extending the services of Family House to more patients and their families. Janice McAdams, who has led the organization for a decade, has recently announced her retirement and will stay in the position until her successor arrives.

## The Organization

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Family House is a safe, nurturing, affordable home for patients and their loved ones who travel great distances to UNC Hospitals for life-saving procedures and serious illnesses. With a recent expansion, Family House now provides 75 guest rooms along with meals, transportation, and other support services to over 2,000 families annually. Patients and families are referred to Family House by members of the care team at UNC Hospitals and are charged on a sliding scale depending upon their ability to pay. The organization is governed by a fifteen-member Board of Directors, holds nearly \$17 million in assets, and has an annual operating budget of \$2.2 million. The Executive Director leads a staff of 27 paid employees and a volunteer contingent of over 750.



## The Location

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Home of the oldest public university in the nation, (the University of North Carolina at Chapel Hill) Chapel Hill is a perennial leader in national “best of” lists. *Money* magazine identified Chapel Hill among their top fifty places to live for 2022-23, while the Milken Institute recently listed the Chapel Hill-Durham metro area in its top performers for economic resiliency and opportunity in the country. Chapel Hill is recognized for great dining, outstanding cultural events, and an inclusive, welcoming environment. Chapel Hill is the western corner of the Research Triangle (Raleigh, Durham, Chapel Hill), a region of nearly 2 million residents that is home to ten colleges and universities, hundreds of companies, dozens of museums, many sports and cultural venues, and includes largest research park in the United States. The UNC Hospital system is recognized in the top teaching and research institutions in the world.

## The Position Highlights

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The next Executive Director will have overall accountability for the ongoing success of the organization with responsibilities for, but not limited to, operations, finance, human resources, UNC Hospitals and healthcare partnerships, volunteer engagement, fundraising, and strategic planning. The Executive Director will work closely with the Board of Directors in the successful implementation of the strategic plan’s initiatives and ongoing vision and strategy for the organization. The Board will look to this leader to keep them informed and to make the important decisions on the operational side with enthusiasm and skill. The Executive Director must provide strong and effective leadership to increase the awareness of Family House and its services throughout the state, elevate its visibility in the corporate and healthcare community, enhance traditional and non-traditional funding sources, and further strengthen the operations.



The position requires a leader with a vision to move the organization forward without losing the House’s personal warmth and humanity, quality of care and compassion, and mission of caring. The heart of Family House is its supportive culture enhanced by the dedicated staff and volunteers. While there is a staff that helps oversee many parts of the

day-to-day activities, the Executive Director must still be knowledgeable about the House's ebb and flow including how guests are referred, accepted, and supported; physical facility needs; employee roles and responsibilities; and issues related to health and safety. Preserving a positive and caring work culture is paramount.

This position requires an extraordinary complement of management, leadership, and compassion. Preserving a positive and caring work culture is paramount. Family House has a small, committed, hardworking staff which relies on teamwork and mutual respect. The Executive Director must lead the team by example with the spirit of encouragement and camaraderie. The volunteers comprise a mini workforce that has been essential to House operations and guest services/relations since the day it opened, and they are looking for a leader that is flexible and appreciates their contributions to meeting the mission.

Expanding the statewide recognition and stature of Family House will be key. The next Executive Director will need to become part of the fabric of the local and statewide community through their participation in local activities, groups, initiatives and events and by being strategic in promoting speaking engagements and meetings with key stakeholders across the state. Family House has special relationships with both UNC Hospitals and the State Employees Credit Union which must continue to be nurtured.

## Responsibilities

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### Leadership and Operations

- Demonstrate understanding of and commitment to the mission of Family House.
- Provide strategic, visionary leadership to the organization.
- Collaborate with Board and staff in fortifying implementation of the Strategic Plan with a focus on Guest Operations, Talent, and Strategic Initiatives, including diversity, equity, and inclusion priorities.
- Develop and act with a hospitality mindset informed by a thorough knowledge of the day-to-day activities, routines, and processes of a well-managed house—including those pertaining to guest intake, comfort, support and entertainment; the critical role of staff and volunteers; and the health/safety and physical facility needs.
- Prioritize the culture of inclusion and collective responsibility on an increasingly diverse Family House staff team.
  - provide presence and make team members feel seen and valued;
  - supervise, evaluate, and mentor staff;
  - make hiring and retention decisions;
  - ascertain staffing needs and identify operational support as needed.

- Maintain an environment that appreciates the work of, and builds strong relationships with, the volunteers, and encourages them to participate in the operations, fundraising, and meeting of general needs of the guests.
- Exemplify the spirit of care and ensure the highest quality experience for all who seek Family House's help.

### **Finance and Administration**

- Take responsibility for, and have a thorough understanding of, the organization's budget and finances; reporting requirements to funders, auditors, the Board, and local, state, and federal authorities.
- Develop a thorough knowledge of the funding, history, major accomplishments, and challenges of Family House; the key leaders and donors who have had a significant impact.
- Maintain awareness on issues affecting health care hospitality houses.

### **Fundraising**

- Build on the strength of organization's fundraising efforts by working closely with development staff on a diversified development plan; personally maintain an active portfolio of major prospects; and assist in stewarding major donors.
- Develop enduring relationships with the Board members, former Board members, local leaders, and donors that will lead to long-term support and advocacy on behalf of Family House.

### **Board Relations**

- Report to and be accountable to the Board of Directors; keep the Board informed of issues of importance to the organization and keep staff informed of Board decisions.
- Play an active role in the recruitment of new Board members and seek ways to maximize each member's contributions. Keep former Board members engaged.
- Assist the Board leadership in creating a culture of philanthropy and support through personal giving, Board involvement in fundraising, and positioning the organization for success.

### **Community Relations**

- Become part of the fabric of the greater Chapel Hill community through relationship-building with UNC Hospitals, as well as participation and leadership in local organizations, commissions, and panels.
- Develop and maintain relationships in communities across North Carolina that refer patients to UNC Hospitals;



- Be the voice of Family House and its mission; work with development and marketing staff to create an annual marketing and communications strategy to strengthen the organization' status and reputation in the local community and in key "donor" communities across the state.

### **Education and Preferred Qualifications**

- Bachelor's degree required (graduate degree preferred) with five or more years of progressive experience in leadership positions. Leadership position within an organization similar to Family House or the hospitality industry would be a plus.
- Experience with the financial and operational side of a nonprofit or business including, but not limited to budgets, finances, audits, and required reporting
- High degree of emotional intelligence, maturity, and integrity. Caring and empathetic; places a high value on the quality of relationships in all aspects of the work. Optimistic by nature and able to run a business operation with a heart.
- Strategic and creative thinker with a proven history of leading an organization to reach ambitious goals and the wisdom to know when changes are required.
- Experience working collaboratively and effectively with a board or has served in a leadership position on a nonprofit board.
- Competent and self-assured leader who has led a staff of equal or greater size and has created and nurtured a productive team work environment. Understands that a small staff and a heavy reliance on volunteers requires presence, appreciation, flexibility, and understanding.
- Proven and successful history of asking for and securing gifts or capital investments (\$25,000+) and an understanding of how to build the operational structure to reach development goals.
- Exceptional networker and relationship builder, with a track record of creating links with individuals, community groups, institutions, and corporations.
- Stellar communication skills with the ability to listen, engage, inspire and educate. Experienced and comfortable in front of large groups, personal meetings and with the written word.
- Experienced mentor who encourages staff to reach organizational and personal goals and sets clear expectations for performance. Can make difficult personnel decisions when required.
- Energetic, diplomatic, has a sense of humor, and a high degree of integrity.
- Knowledge of issues related to patient and family care or hospital hospitality houses, is a plus.
- Understands and embraces technology growth and implementation throughout the organization.

**Compensation:** Commensurate with experience and abilities and reflective of salary levels in nonprofit organizations. Salary range is \$130,000 to \$150,000 with competitive benefits. Salary reviewed after six months.

## To Apply

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**In one document**, please submit a cover letter (*including how you learned about this opportunity*) and your resume. Applications will be accepted until the position is filled. To ensure full consideration, please apply by Friday, June 2, 2023. Anticipated start date is August 2023.

Send applications via email to:

Ali Fromme

Chair, Board of Directors

SECU Family House at UNC Hospitals

[SECUFamilyHouseChapelHillsearch@mossandross.com](mailto:SECUFamilyHouseChapelHillsearch@mossandross.com)

The executive search firm of *moss+ross* ([www.mossandross.com](http://www.mossandross.com)) has been retained to assist with the search.

SECU Family House at UNC Hospitals is an Equal Opportunity Employer and values diversity in its workforce.

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