



## Houston Market Leader

Sorrell is pleased to partner with the American Heart Association in the search for a new Senior Vice President and Development Leader for its Houston Market. For nearly 100 years, the Association has been fighting heart disease and stroke and helping families and communities thrive. Since its inception in 1924, the Association has grown rapidly in size and influence — nationally and internationally — into an organization of more than 35 million volunteers and supporters dedicated to improving heart health and reducing deaths from cardiovascular diseases and stroke. It is a trusted source empowering people to improve their heart health, brain health and well-being, collaborating with numerous organizations to fund innovative research, advocate for stronger public health policies, and share lifesaving resources and information.

As champions for health equity, by 2024, the Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality. The Association invests strategically in research bringing researchers and institutions together to tackle critical health issues, earning the position of leading funder of heart disease and stroke research outside the federal government. The Association's Houston Market is a fast-paced environment with the main responsibility of driving revenue in support of the mission that emphasizes the importance of helping people live healthier in addition to saving lives. The leadership offers many resources locally and through the National Center.

For more information about the Association see <https://www.heart.org/>.

### Position Overview

The Senior Vice President – Development for Greater Houston is responsible for ensuring that multimillion-dollar revenue and program goals are met within the Greater Houston area. This position ensures the implementation of effective programs in community service, education, development, and communications by providing inspirational leadership, sound coaching, supervision, guidance, and support to staff to reach market potential and beyond. He/she works to ensure collaboration and is accountable for revenue generation and community impact activities for assigned territory.

### Core Responsibilities and Duties

The new SVP will:

- Identify, recruit, develop and activate diverse leadership of both medical, corporate and lay volunteers in all phases of revenue generation activities and health impact goals.
- Build meaningful relationships in the community to drive revenue and health impact.
- Guide and direct team to achieve revenue goals.

- Be accountable for hiring, directing, training, evaluating and staff development under his/her supervision.
- Direct supervision of the current Vice President, Community Impact, Vice President of Development, Houston, Vice President of Gulf Coast and Sr. Director, Communications.
- Develop, monitor, and evaluate an annual working plan with revenue, volunteer and community impact goals.
- Manage and lead the division budget and campaign timelines.
- Review the fiscal records of the territory to evaluate operations and report on successes and concerns to the Associate Executive Vice President.
- Secure 6- and 7-figure sponsorships and individual gifts.
- Coordinate all division activities including conducting gap analysis and strategy meetings with volunteer leadership to support goal achievement.
- Identify and analyze data to track trends and increase return on investment.
- Serve as a member on the Senior Leadership Team (SLT) and Region Management Team (RMT).
- Serve as the Southwest representative for National initiatives, as appropriate.
- Be willing to accept other duties and responsibilities as assigned by the Associate Executive Vice President.

### **Key Skills and Requirements**

- Bachelor's degree in health education, administration, business/marketing, social science, or a related field or equivalent work experience highly preferred.
- Minimum of eight years' work experience in fundraising or outside sales experience, preferably with a voluntary health agency. Experience in closing six to seven figure gifts is required.
- Minimum of three years of management experience. Expertise in the coaching and developing fundraising staff is required.
- Experience establishing and executing a strategic plan across functional areas and disciplines in a complex and highly dynamic environment, effectively translating strategies to measurable goals and plans.
- Ability to thoughtfully read comprehend and analyze goals, as well as fundraising reports. Skilled in use of spreadsheet/database analysis.
- Ability to delegate and accomplish goals through volunteers.
- Proven background and willingness to work in an atmosphere requiring flexibility, creativity and adaptability.
- Entrepreneurial leadership capacity.
- Extensive knowledge of fundraising strategies and principles.
- Strong networking and interpersonal skills; able to relate well to and enjoy interacting with anyone and everyone inside and outside The Association, including staff, Board members, partners, and community stakeholders.
- Ability to foster and promote business relationships and partnerships within various communities.
- Excellent team building, management, and supervisory skills.
- Strong financial management skills.
- Excellent written and verbal communication skills.
- Excellent public speaking skills; comfortable being the face of an organization.
- Proven ability to manage multiple projects and meet deadlines.

## **Compensation**

The goal is to ensure you have a competitive base salary.

## **Performance and Recognition**

You are rewarded for achieving success by merit increases and incentive programs based on you position.

## **Benefits**

The Association offers a wide array of benefits including medical, dental, vision, disability, and life insurance, along with a robust retirement program that includes an employer match and automatic contribution. As a mark of the Association's commitment to employee well-being, The Association will also Offer an employee assistance program, employee wellness program and telemedicine, and medical consultation.

## **Professional Development**

You can join one of the Association's many Employee Resource Groups (ERG) or be a mentor/mentee in the professional mentoring program. HeartU is the Association's national online university, with more than 100,000 resources designed to meet your needs and busy schedule.

## **Work-Life Harmonization**

The Association offers Paid Time Off (PTO) at a minimum of 16 days per year for new employees. The number of days will increase based on seniority level. You will also have a total of 12 paid holidays off each year, which includes several days off at the end of the year.

## **Tuition Assistance**

The Association supports the career development of all employees. This program provides financial assistance to employees who wish to further their education and career in relation to their current duties and responsibilities, or for potential future positions in the organization.

## **Application and Referral Process**

Applicant review is currently underway and will continue until the candidate has been selected. To nominate or be considered for this position, please contact Laura Sorrell at [laura@sorrellco.com](mailto:laura@sorrellco.com) and 713.854.5351, or Priscilla Plumb at [priscilla@sorrellco.com](mailto:priscilla@sorrellco.com) and 281.224.0881.

All inquiries will be held in confidence.

## **About Sorrell**

Sorrell is a highly relational provider of executive recruiting. Our mission is to serve as partners with our clients to accelerate their efforts to attract, hire and retain talent that impacts the future of the organization. For more information, call 713.840.1870.