



## **Director/Senior Advisor of Partner Development**

Make a timely and highly meaningful social impact. We are a rapidly growing nonprofit that has been recognizing and rewarding healthcare workers since 2013. We're expanding our program nationally and seek an individual to work closely with our President to grow our partnership base in hospitals and other healthcare communities, including SNFs/nursing homes, integrated care/senior living, IDD, homecare and hospice providers.

### **Ceca Background**

Ceca Foundation is a 501(c)3 public charity which partners with hospitals and other healthcare service providers to better recognize their outstanding caregivers. Ceca (pronounced *See'ka* and derived from "Celebrating caregivers") is based in downtown Washington, DC.

Our innovative patient-centric caregiver recognition program helps our healthcare partners drive lower staff turnover, higher employee engagement and improved quality of care. As a nonprofit, we are both passionate about our mission and offer an affordable program through our hybrid funding model. We also add value by:

- Providing an easy-to-implement and comprehensive recognition program customized to health caregivers;
- Managing program operations, marketing and user support to assure quality and year-to-year continuity;
- Promoting broad participation with our proprietary, easy-to-use technology and charitably financed monetary awards;

Since program launch in 2013, Ceca has recognized almost 45,000 acts of exceptional care, and presented nearly \$500,000 in cash awards to more than 1,350 Ceca Award Honorees. We currently partner with healthcare communities in more than a dozen states.

### **Position Description**

We seek an individual with professional experience in C-suite/Director level institutional sales, excellent communication skills, and a proactive mindset. Though Ceca has a decade of experience, we thrive on our entrepreneurial culture and collaborative atmosphere. The ideal candidate would be a success driven team-player with a good sense of humor, and the confidence and experience to be self-directed.

The position is part-time (approximately 10 to 20 hours/week) on a flexible schedule. The position will be evaluated based on new partner acquisition, and hours may be increased over time if mutually agreed to. Availability for modest travel to our downtown Washington, DC offices is desirable. As Director of Partner Development, you will assist Ceca's President (the Foundation's top executive) in developing an outreach strategy targeting community hospitals, hospital networks, skilled nursing and senior living groups. You will also work closely with the Foundation's Director of Marketing.

This position is responsible for:

- **Lead Generation** – This individual will be in charge of the effort to generate leads through a variety of sources such as mass email outreach, purchased lists, paid advertising, personal networks,

conferences, website inquiries, and existing/new partnerships with state and industry associations. This includes activities such as researching contacts in databases, crafting email communications, input on advertising opportunities and marketing collateral, attending networking events and conferences as deemed appropriate, and more. These activities are done in close collaboration with Ceca's President and Director of Marketing.

- **Lead Cultivation** – This individual will be a core part of the process through the entire cultivation timeline from sourcing new prospects all the way through contract signings. This includes activities such as email communications/outreach, remote presentations/demos, tracking progress in Salesforce, weekly/bi-weekly status meetings with Ceca leadership, creating customized proposals/quotes from an existing template, and sending/following-up on contracts. These activities are done in close collaboration with Ceca's President.
- **Sales Strategy** – This individual will have a major role in guiding the overall sales and marketing strategy, including activities such as budgeting, sales projections, and presentations to the Board of Directors and applicable Board Committees. These activities are done in close collaboration with Ceca's President and Director of Marketing.
- **Team Collaboration** – This individual will be a core part of the Ceca leadership team participating in activities that relate to the larger organization such as staff/team meetings, board meetings, strategy sessions and fun, collaborative efforts such as monthly reviews of outstanding caregivers and selection of National Ceca Award recipients each year.

Compensation would be as an independent contractor, with weighted incentives for new partner acquisition. Extensive contacts in the healthcare industry, particularly within hospital, senior living or skilled nursing leadership, will be particularly useful in reaching decisionmakers. We seek to "do good while doing well"—so in addition to a history of success, a passion for Ceca's mission is essential.

For more about Ceca, please visit [www.cecafoundation.org](http://www.cecafoundation.org) or view a [Brief Video Overview](#).

### **Additional Skills and Position Preferences**

- Experience with sales pipeline and lead tracking software (Salesforce in particular)
- Marketing communications and proposal writing
- Track record of achievement and success in prior positions
- Sales presentation and professional interpersonal skills
- Comfortable with MS Office applications (Outlook, Excel, PowerPoint, etc.)

### **How To Apply**

For consideration or inquiries, contact Michelle Stewart at [mstewart@cecafoundation.org](mailto:mstewart@cecafoundation.org). Please include your resume and contact information. Interviews will be conducted by phone or video on a rolling basis.