ASSISTANT DIRECTOR, SPECIAL EVENTS

The Search

Hospital for Special Surgery (HSS) is the world leader in orthopedics, rheumatology, rehabilitation, and related scientific disciplines. HSS was named “America’s Best Hospital for Orthopedics” by U.S. News & World Report in its 2015-2016 survey. The Hospital also ranked third in the nation for rheumatology. HSS has been among the top-ranked institutions for both orthopedics and rheumatology for 24 consecutive years.

HSS is the oldest orthopedic hospital and tertiary care academic medical center in the country, it is the official hospital for 20 elite and professional sports organizations and four colleges, and cares for community and neighborhood organizations. More than 427 medical doctors and scientists conduct over 347,000 patient visits annually and perform more than 29,000 surgeries each year at the Hospital. Last year, HSS served more than 120,000 patients hailing from all 50 states and 104 countries. In the last decade, the Hospital’s patient volume has grown by 80%, and is expected to continue to rise.

Reporting directly to the Director of Special Events, the Assistant Director (AD) is a member of an integrated high functioning development team. S/he must be able to plan and execute fundraising and cultivation events. The successful candidate will work collaboratively with Development leadership, Benefit leadership, and committee members to plan and execute galas, benefits, dedications, receptions, meetings and luncheons. The qualifying candidate will create and adhere to a budget, record attendance in Raiser’s Edge, work with development staff to create briefings, remarks, acknowledgment letters and other follow-ups as well as maintain communications between all relevant external and internal parties. The successful candidate will have an eye toward identifying opportunities to advance donor relationships and fundraising initiatives.

HSS has retained Freeman Philanthropic Services, LLC to assist on this recruitment.
ABOUT THE HOSPITAL FOR SPECIAL SURGERY

The mission of HSS is to provide the highest quality patient care, improve mobility, and enhance the quality of life for all, and to advance the science of orthopedic surgery, rheumatology, and their related disciplines through research and education. HSS does this regardless of race, color, creed, sexual orientation, or ethnic origin. The vision of HSS is to lead the world as the most innovative source of medical care, the premier research institution, and the most trusted educator in the field of orthopedics, rheumatology, and their related disciplines.

Recognized since its inception as a world leader in musculoskeletal medicine, the Hospital's strength lies in the depth of experience of its physicians and clinical staff and the knowledge they can access from more than 150 years of familiarity with essentially every musculoskeletal disease known.

HSS is the first hospital in New York State to receive Magnet Recognition for Nursing Excellence – the highest honor in the nation – three consecutive times. HSS also received the first New York State Hospital Patient Safety Award and has been recognized as premier in the field of Radiology by Consumers' Research Council of America.

HSS is recognized as the Official Hospital of USA Basketball and designated as the first National Medical Center of the U.S. Olympic Committee's National Medical Network. HSS physicians are renowned as team physicians and athletic trainers for most of New York's professional sports franchises, including: the New York Knicks, New York Mets, New York Giants, Nets Basketball, New York Liberty, and the New York Red Bulls. Team medical and training services are also provided to the U.S. National Rowing Team, the Association of Tennis Professionals and Federation Cup Tennis athletes, the National Retired Basketball Players Association, and Major League Baseball Players Alumni. HSS also supports local college and university teams, including St. John's University, the City University of New York (CUNY) Athletic Conference, Iona College, and Saint Peter's College.

A member of the NewYork-Presbyterian Healthcare System and an affiliate of Weill Cornell Medicine, HSS cooperates in patient care with NewYork-Presbyterian Hospital at Weill Cornell Medicine. All HSS medical staff are on the faculty of Weill Cornell Medicine. HSS has one of the most sought after medical residency programs in orthopedics, and physician network Doximity, in collaboration with U.S. News & World Report, named HSS the No. 1 Orthopedic Surgery Residency Program.

Development Department

HSS' 31-member Development Department has established itself not only as a world-class performer, but also as one with a dedicated, collaborative, and innovative team. The average tenure of the senior development staff is more than 10 years. In the Hospital's most recent Gallup survey measuring institution-wide employee satisfaction, the Development Department was among the top-ranked departments in the Hospital. The Department developed the first integrated marketing, communications, and fundraising program for HSS research in collaboration with the Alan Alda School for Communicating Science.

The Department has developed a balanced mix of programs to engage and motivate Trustees and volunteers, including four Advisory Councils, established in the last three years. These Councils are focused on
pediatrics, rheumatology, and research, as well as a planned giving network composed of the city’s premier trust and estate attorneys and philanthropy advisors. The Development Department also staffs two Board committees focused respectively on annual and campaign fundraising.

**Pediatric Council**
With more than 44,000 pediatric visits each year, HSS is recognized as one of the few institutions in New York City with the skill and experience needed to care for children living with some of the most complex and devastating bone and joint conditions.

The HSS Pediatric Council, which currently has 23 members, is a volunteer organization dedicated to raising awareness of HSS’ expertise in pediatric musculoskeletal medicine and critical support for patient care and research. Through organizing events dedicated to raising awareness and one annual benefit, the Council is committed to raise funds to support the Lerner Children’s Pavilion and other special initiatives in pediatrics.

**Rheumatology Council**
HSS’ Rheumatology Division is committed to world-class clinical care; conducting cutting-edge basic, translational, and clinical research; and training the future leaders in academic and clinical rheumatology. The Division’s overarching goal is to improve the quality of life for patients around the world affected by the more than 100 types of rheumatologic disease, including arthritis, systemic lupus erythematosus, and scleroderma. With the largest group of rheumatologists in the country, the HSS Rheumatology Division provides over 35,000 ambulatory care visits each year. As an academic medical center, Special Surgery is constantly defining the main clinical issues that affect its patients and returning to the laboratory to better understand, prevent, and treat them.

HSS’ 18-member Rheumatology Council fundraises for and raises awareness of the work being conducted by the Division of Rheumatology, as well as educating the public.

**Innovation, Research, and Education**
The Hospital continues its tradition of innovation, cutting-edge research, and outstanding education.

HSS physicians and surgeons pioneered the first total knee replacement, have designed a revolutionary fiber optic probe for distinguishing healthy and diseased cartilage during surgery, and developed new imaging protocols for MRI evaluation of cartilage. Surgeons at HSS have also pioneered the development of minimally invasive spine surgery techniques, perfected surgical techniques for minimally invasive hip and knee procedures, minimizing hospital stays for qualified patients, and lead the world in the application of regional anesthesia techniques.

HSS’ Research Division is internationally recognized as a leader in the investigation of musculoskeletal and autoimmune diseases. It seeks the highest level of scientific excellence through basic and applied research and education in orthopedics, rheumatology, and related scientific disciplines. HSS research investment totals approximately $34 million annually.

The Education Division is a source for outstanding initiatives in education, training, research, and information for local, national, and international communities to prevent and treat musculoskeletal conditions and enhance patient care. HSS offers state-of-the-art public, patient, and professional education programs to provide knowledge and clinical skills to community-based populations. HSS’ official blog, *The Playbook: Strategies to Keep you in the Game of Life*, offers information about orthopedics, rheumatology, pediatrics, rehabilitation, performance, and nutrition. *Back in the Game*, HSS’ new social media platform, is
the world’s largest online forum of its kind, with more than 1,000 orthopedic and rheumatologic patient stories from around the world.

For more information on the Hospital, please visit www.hss.edu.

**LEADERSHIP**

**Board of Trustees**
The members of the Board of Trustees are high-level corporate, volunteer, and medical leaders who are committed to the continuing success of HSS. Nearly 100% of the Trustees have contributed support to the $300 million *Your Life, Our Mission* Campaign. For a complete listing of the Trustees, as well as the Board of Advisors, please visit https://www.hss.edu/leadership.asp.

**President and Chief Executive Officer: Louis A. Shapiro**
Mr. Shapiro was appointed president and CEO of HSS in 2006. His vision and strategic plans for the Hospital include development as a key priority; he has committed significant investments of resources and time to the continued success and growth of the development operation. Mr. Shapiro joined HSS after serving as the executive vice president and clinical enterprise chief operating officer of Geisinger Health System in Danville, Pennsylvania. While at Geisinger, he provided senior leadership guidance to the Division of Clinical Effectiveness which focused on quality control for the entire health system. Previously, Mr. Shapiro served as the Senior Practice Consultant for McKinsey and Company. In this role, he led the Health Care Service Operations practice of North America. Mr. Shapiro directed and designed strategic and operational plans for academic medical centers and health care systems. A graduate of the University of Pittsburgh, Mr. Shapiro also earned a master’s degree in Health Administration from the University of Pittsburgh’s Graduate School of Public Health and is a Diplomat in the American College of Healthcare Executives.

**Surgeon-in-Chief and Medical Director: Todd J. Albert, M.D.**
Dr. Todd J. Albert is Surgeon-in-Chief and Medical Director and Korein-Wilson Professor of Orthopaedic Surgery at HSS. He is the Chairman of the Department of Orthopaedic Surgery and a Professor of Orthopaedic Surgery at Weill Cornell Medicine. Dr. Albert specializes in the field of orthopedic spine surgery focusing on disorders of the cervical spine. He has an interest in minimally invasive surgical techniques and image guided technologies in the management of spinal disorders. He serves on the boards of several scholarly journals and is Past President of The Cervical Spine Research Society and Past Chair of The International Meeting of Advanced Spinal Techniques for the Scoliosis Research Society. Dr. Albert is the author of seven books and more than 40 book chapters, and has published 300 peer-reviewed and non-peer-reviewed articles. He has presented his research both nationally and internationally, and served as chairman at numerous courses. Previously, Dr. Albert was Chairman of the Department of Orthopaedics and President of The Rothman Institute at Thomas Jefferson University Hospital in Philadelphia. He graduated from University of Virginia School of Medicine and completed his residency in Orthopedic Surgery at Thomas Jefferson University Hospital where he was named outstanding chief resident, and performed a fellowship in spinal surgery at the Minnesota Spine Center.
Physician-in-Chief: Mary K. Crow, M.D.

Dr. Crow is Physician-in-Chief and Chair of the Department of Medicine at HSS and is Chief of the Division of Rheumatology at HSS and NewYork-Presbyterian/Weill Cornell Medicine. She is also Director of the Autoimmunity and Inflammation Research Program and Co-Director of the Mary Kirkland Center for Lupus Research at HSS. Dr. Crow holds the Benjamin M. Rosen Chair in Immunology and Inflammation Research at HSS and is the Joseph P. Routh Professor of Rheumatic Diseases in Medicine at Weill Cornell Medicine. Dr. Crow leads 66 full-time physicians, including 30 adult and 3 pediatric rheumatologists, who provide outstanding care to patients across the full spectrum of autoimmune and inflammatory rheumatic diseases and deliver perioperative medical care to patients undergoing surgical procedures at HSS. Dr. Crow has established disease-specific Centers of Excellence focused on innovative initiatives in clinical and translational research, patient and professional education, and quality of care. Dr. Crow’s academic and research career has focused on unraveling the cellular and molecular mechanisms that underlie the systemic autoimmune diseases, with a particular focus on systemic lupus erythematosus and rheumatoid arthritis. She has identified interferon-alpha, an immune system protein typically expressed in the setting of virus infection, as the key pathogenic mediator in lupus. Her laboratory continues to study the molecular pathways that are associated with the clinical manifestations of lupus and the mechanisms that result in disease flares. In addition to her leadership roles at HSS, Dr. Crow has served as President of the American College of Rheumatology and as President of the Henry Kunkel Society. She has been honored as an “Arthritis Hero” of the Arthritis Foundation, and in 2010 she received the Margaret D. Smith Lifetime Achievement Award of the Arthritis Foundation, New York Chapter.

Chief Scientific Officer: Lionel B. Ivashkiv, M.D.

Dr. Ivashkiv is Chief Scientific Officer at HSS and Professor of Medicine and Immunology at Weill Cornell Medicine. He holds the Richard L. Menschel Research Chair and is the David H. Koch Chair in Arthritis and Tissue Degeneration at HSS. Dr. Ivashkiv is also an Attending Physician and Director of the David Z. Rosensweig Genomics Research Center at HSS. As Chief Scientific Officer, Dr. Ivashkiv oversees the Hospital’s clinical, translational, and basic research programs. Long-term research goals include expanding translational research, building multidisciplinary teams to study patients to answer key clinical questions, enhancing clinical research; and broadening the scope and impact of basic science on musculoskeletal disorders, with a focus on tissue repair, improving surgical outcomes, autoimmunity and inflammation, aging of musculoskeletal tissues, genomics, new treatments, and precision medicine.

Dr. Ivashkiv, who has published more than 120 papers in peer-reviewed journals, received a B.A. in Biochemistry (summa cum laude) in 1980 from Columbia College, New York. In 1984, he received his MD degree, cum laude, from Harvard Medical School, Boston, followed by Postdoctoral work in Immunology at Harvard University. Dr. Ivashkiv served his residency at New York University – Bellevue Hospital followed by a fellowship at Harvard Medical School – Brigham and Women’s Hospital.
Senior Vice President and Chief Development Officer: Robin Merle, CFRE

Robin Merle serves as the Senior Vice President and Chief Development Officer for HSS. She provides strategic leadership in fundraising and board relations and oversees all development initiatives for the Hospital. Robin serves as the chief fundraiser in partnership with physicians, executive, and Board leadership; oversees the Hospital’s campaigns; and is responsible for the staffing, operations, and performance of the Development Department. Under her leadership, the Hospital has raised the highest level of support in its history. Robin is a member of the senior leadership team and advisory member of the Executive, Research, Campaign and Development Committees of the Board. Prior to joining HSS, Robin raised significant support for New York University and Rutgers University, where she received the Council for Advancement of Secondary Education Award for Excellence in Educational Fundraising Leadership.

Robin is a Member of the Executive Committee of Women in Development, New York and served as Vice Chair of the 20th Anniversary Committee of the New York Women’s Agenda (NYWA). She founded and co-chairs a Senior Executive Leadership Group for development professionals in the New York and Connecticut area. Robin has a master’s degree from The Johns Hopkins University and graduated Phi Beta Kappa from Rutgers College.

Financial & Fundraising Highlights

HSS’ annual operating budget is $918 million, excluding research. In 2015, HSS raised nearly $48 million in support from 6,200 individuals, foundations, and corporations (see chart below). Grateful patients, who give individually, through their family foundations, or by bequests, continue to provide the greatest share of philanthropic support, accounting for 85% of the funds contributed in 2015. The Development Department maintains a cost-effective, comprehensive fundraising program with a strong return on investment, significantly increasing funds raised annually.

HSS 2015 Giving by Source

- **Individuals and Family Foundations**: 68%
- **Foundations**: 12%
- **Bequests**: 17%
- **Corporations**: 3%

HSS’ Annual Tribute Dinner is traditionally its largest source of unrestricted support. The 32nd Annual Tribute Dinner in 2015 raised over $4.4 million, a record-breaking achievement. The event honored Brian L. Roberts, Chairman and CEO of Comcast Corporation, and Dr. David L. Helfet, Director of the Orthopaedic
Trauma Service at HSS, who received the Lifetime Achievement Award. Chaired by Trustees Kathy Leventhal, Patricia G. Warner, and Ellen Wright, the Tribute Dinner welcomed nearly 1,500 special friends of HSS.

The ninth annual Big Apple Circus Benefit raised nearly $815,000 for pediatric care and research at HSS – making the 2015 Benefit the most successful yet. Co-Chairs Monica A. Keany, Trustee; Kate Doerge, Advisor; and David M. Sher, MD brought together nearly 800 guests for the sold-out Benefit.

The Annual Fund is an essential source of strength for HSS, providing unrestricted support that enables the Hospital to advance its mission. In 2015, unrestricted gifts from Trustees, advisors, and grateful patient donors; legacy gifts from Wilson Society members; and the record-breaking Annual Tribute Dinner enabled HSS to raise more than $8 million in general unrestricted funds, nearly double the amount raised in 2010.

In 2015, HSS held the Annual Autumn Benefit. Chaired by Barbara Albert, the Autumn Benefit Committee raised over $1 million at the gala to support its award-winning medical education program.

**Your Life, Our Mission Campaign**

The *Your Life, Our Mission* Campaign is raising important funds to expand and enhance clinical facilities to meet growing demand; advance research for new treatments; and build endowment for the future. Under the leadership of Campaign Co-Chairs Michael P. Esposito, Vice Chair and Trustee, and Jonathan Sobel, Trustee, HSS has raised $260 million to date toward its $300 million goal. The chart below illustrates the breakdown of the Campaign’s areas of support.
KEY OPPORTUNITIES & CHALLENGES

This position is an exciting opportunity for learning and growing within a world-class, collaborative Development Department. HSS seeks a professional with both the capacity and the demonstrated track record to respond effectively to the following opportunities challenges:

- Responsible for the planning of select events, investitures, receptions and other assigned events within the capital campaign and major gift fundraising program;

- Work closely with Director of Special Events to ensure coverage of an increasing number of events requiring a level of diplomacy and authority, detail, responsiveness, and quick turnaround so that event planning and execution proceeds as smoothly as possible at all times;

- In collaboration with development leadership and the event host(s), the Assistant Director would facilitate the goal setting for the event and structure of the program as well as establish guest list criteria and work with Research and Advancement Services to create such list;

- Manage scheduling, choosing and booking the appropriate venue, caterer, photographer, and florist, coordinating invitation design and printing as well as any additional event collateral including signage, audio/visual needs, programs, inserts, save the dates, handouts and any other required materials;

- Manage requests for proposals from caterers, printers, and other vendors;

- Manage the processing of invoices and check requests, ensuring vendors are paid in a timely manner;

- Work strategically and creatively with Benefit Leadership and committee members to set income and attendance goals, determine format and other details for the event that will ensure achievement of these goals, secure corporate sponsorship, and plan any gatherings of the Committee prior to the event;

- Oversee administrative tasks, write briefings and perform guest follow-up. Attend all events, facilitate event flow, and assist with set-up and breakdown of events;

- Attend fundraising events and benefits ensuring the smooth planning and functioning of the events;

- Edit documents for spelling and grammar;

- Assist in the drafting of thank-you notes, invitations, other related correspondence and the preparation of briefings, remarks, presentations and information packets;

- Serve as active partner in the development of event strategy;

- Responsible for post event analysis and measurements for success;

- Manage events and support staff, create and adhere to a budget, record attendance in Raiser’s Edge, work with development staff to create briefings, remarks, acknowledgment letters and other follow-ups as well as maintain communications between all relevant external and internal parties.
IDEAL QUALITIES & EXPERIENCE
To effectively fulfill the requirements of this position, a candidate must possess the following professional experience and person qualities:

- Self-starter, able to take initiative and work independently, but also integrate as a member of the team;
- Collaborative style and flexibility, with the ability to adapt to changing priorities, refine strategies after feedback, and multi-task to meet deadlines;
- Stature, credibility, and interpersonal skill to effectively engage and support leadership;
- High energy, self-motivated, a sense of humor, and perspective;
- Team player with a collaborative style and flexibility;
- Strong attention to detail and strategic vision;
- Experience relating to new and existing donors;
- Comfort and experience with data analysis and quantitative data review;
- Excellent word processing, PowerPoint, and spreadsheet skills;
- Proven ability to meet and communicate effectively with the public;
- Ability to thrive in a fast-paced environment;
- Strong writing, editing, and proofreading skills; experience with professional letter writing and proofreading;
- Intellectual curiosity, strategic, tactical and agile;
- Excellent communication and presentation skills;
- Experience with the donor database Raiser’s Edge;
- Minimum of three years fundraising and event experience preferable;
- Bachelor’s Degree required.

IMPORTANT & REPORTING RELATIONSHIPS
The Assistant Director, Special Events will report to Director of Special Events and will work in collaboration with Development leadership. S/he will work closely with Trustees, Hospital Leadership, Physicians, Development Team Members, and Benefit Leadership and Committee members.

COMPENSATION & BENEFITS
The compensation and benefits package will be competitive and commensurate with the selected candidate’s background and experience.
CONFIDENTIAL INQUIRIES & HOW TO APPLY

HSS has retained Freeman Philanthropic Services, LLC (FPS) to assist on this recruitment. FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions.

Please send all confidential inquiries, applications, and nominations directly to FPS via email at HSS-SpecialEvents@glfreeman.com.

All applications must include (1) an up-to-date resume and (2) a letter of intent (addressed to Gail L. Freeman, President of FPS) that specifically cites the experiences that best prepare the applicant for this role and why this particular opportunity is the logical and desired next step in his/her career. Additional materials and information will be requested during the search and interview process.

HSS is committed to diversity among its employees and encourages qualified candidates from all backgrounds to apply.