

## Senior Director, Digital Communications



# Boston Children's Hospital

**Boyden Boston has recently partnered with Boston Children's Hospital Trust in their search for the next Senior Director, Digital Communications**

**Boston Children's is ranked the number one pediatric hospital in the nation by U.S.**

**News and World Report.** It is home to the world's largest pediatric research enterprise, and it is the leading recipient of pediatric research funding from the National Institutes of Health. As the primary pediatric teaching hospital for Harvard Medical School, Boston Children's treats more children with rare diseases and complex conditions than any other hospital.

**Boston Children's Hospital is dedicated to improving and advancing the health and well-being of children around the world** through its life-changing work in clinical care, biomedical research, medical education, and community engagement.



**According to President and CEO, Kevin B. Churchwell, MD:**

"The families in our care come to Boston Children's seeking the world's best science and medicine. Some are looking for a diagnosis that explains their child's confusing symptoms. Others are seeking a

surgeon with sure hands and a compassionate heart. Still others are hoping for a medicine to undo the damage of rare genetic condition. Boston Children's is meeting these mission-critical needs. And through donor generosity, patient families find even more at Boston Children's—a home away from home, a new community, a future bursting with possibility. Because of you, countless children are experiencing life to the fullest."

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### Mission & Vision

For over 150 years, Boston Children's Hospital has maintained the same vision: to advance pediatric care worldwide. Its **four-part mission** is to:

- provide the highest quality of health care
- lead the way in research and discovery
- educate the next generation of leaders in health care
- enhance the health and well-being of the children and families in our local community



### About Boston Children's Hospital Trust

Created in 1997, **Boston Children's Hospital Trust is the philanthropic resource for Boston Children's Hospital.** The Trust works with individuals, families, foundations, and corporations to advance the hospital's patient care, research, medical training, and community health initiatives.

### The Opportunity

Reporting to the VP of Communications, while working closely with the President of the Trust and members of the Executive Management team and their respective staffs, the Senior Director, Digital Communications will help build the donor pipeline and deepen engagement and retention at all giving levels at Boston Children's Hospital Trust. They will lead a strong digital team; constantly seeking new and better tools and advancements for engagement, storytelling, and activating donations, keeping the Trust at the forefront of digital communications among non-profits.

## Senior Director, Digital Communications

The Senior Director, Digital Communications will partner and work collaboratively with the Senior Director, Major Gift Communications, senior members of the Hospital's Marketing and Communications staff, as well as the Trust's development and direct marketing teams to create a seamless brand presence.



This is the ideal role for a creative, energetic, and experienced leader who thrives on building an exceptional digital communications program for a meaningful non-profit. The Senior Director, Digital Communications will create and oversee a donor-centric digital strategy across the Trust that serves and expanding donor

base, including national and international prospects.

The incoming Senior Director, Digital Communications brings extensive experience in marketing and branding to align all digital communications, including but not limited to websites, social media, digital advertising, and mobile experiences.

### Experience & Qualifications

- Bachelor's degree and minimum of **10 years of digital marketing experience with a focus on audience experience and engagement.**
- Demonstrated success in building and coaching teams for high impact results.
- Commitment to Boston Children's mission and its values, including equity, diversity, and inclusivity.

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### Workplace Culture



At Boston Children's Hospital, **the quality of its care – and the inclusive hospital working environment – lies in the diversity of its people.** With patients from local communities and 160 countries around the world, Children's is committed to reflecting the spectrum of their cultures, while

opening doors of opportunity for the team.

The fundraising team at Children's Hospital is motivated by the life-changing, world-altering mission of the hospital's work and its members bring integrity and passion to their roles. The team shares five core leadership principles:

- *We reach for bold ideas and big goals*
- *We are bound by clarity of purpose*
- *We seek evidence, rely on data, ask hard questions, and stay curious*
- *We are all owners of the mission of Boston Children's Hospital, so we bring our best to work every day*
- *We understand that a more diverse team means improved creativity and effectiveness, so we don't just support diversity, we pursue it.*

### Equity, Diversity, & Inclusion

Boston Children's commitment to diversity inspired its [Declaration on Equity, Diversity, and Inclusivity](#), a guidepost to recognize the impact of racism on children's health, promote optimal health for its diverse patients, and make Boston Children's a welcoming place for all who seek care — and every person who works there.

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### Leadership



**Linda Button**  
**Vice President, Communications**

Linda leads a team of 30 talented communications experts at the Trust, which she joined in 2016. Their goal: to capture the vision and impact of Boston Children's and raise money to help children, here and around the world, thrive. Previously she cofounded two agencies and created award-winning campaigns and taglines for Food Network, CNN, NBC, the Olympics, Sesame Street, and other leading brands.

She has spoken internationally on branding, creativity, and writing.



**Lynn Susman**  
**Executive Vice President and President, Boston Children's Hospital Trust, and Chief Development Officer for Boston Children's**

Lynn has led the Boston Children's fundraising program since 2011, and prior to this role served as the Trust's Vice President, Campaign & Major Gifts.

Lynn has had a 30-year career in fundraising, with more than 20 of those dedicated to advancing care and research at Boston Children's. As Trust President, she leads a comprehensive Development program, partnering with the Trust Board, faculty, and staff to significantly increase philanthropy for the hospital.

### Looking to join their incredible team?

Philanthropy at Boston Children's changes lives today. Be a part of the change.

Qualified applicants are invited to send a resume and cover letter to Lisa Vuona, Managing Partner, [LVuona@boyden.com](mailto:LVuona@boyden.com).