



Managing Director

Honoring Choices® Virginia, a collaborative of area health systems and community partners founded by the Richmond Academy of Medicine, is seeking a Managing Director to lead this advance care planning (ACP) collaborative. Working in with the Board and the Academy, this dedicated staff role will provide the leadership and operational expertise to build and grow a self-sustaining comprehensive advance care planning program that nurtures community and clinical collaboration. The Managing Director must be able to speak to the importance and necessity of this work, and demonstrate a personal commitment to ACP.

Ideal candidates will have non-profit and clinical or community leadership experience that includes expertise (professional and/or personal) in ACP, end-of-life care, and person-centered decision-making. This full-time, salaried role can accommodate a flexible schedule with core office hours.

Primary duties and responsibilities:

Clinical engagement

- Serve as the “convener” of committed clinical partners that are actively engaged with Honoring Choices in ACP. This includes engaging with individuals from leadership to the front-line, providing and implementing a framework for ACP implementation, and managing all aspects of ACP programming (e.g., facilitator certification, recertification, clinical workflows, patient education, quality assurance). Assist with trouble-shooting any barriers experienced by clinical teams.
- Collaborate with clinical and community stakeholders to address health care disparities specific to advance care planning and end of life care, demonstrating sensitivity to the unique needs of individuals in our community.
- Identify and secure partnership commitments from new clinical partners. Support new clinical partners in implementation of ACP.
- Identify and implement growth strategies for expanding the reach of current and potential partners. Collaborate with partners on research and quality improvement opportunities.
- Provide educational opportunities for new and current ACP facilitators and supporters.
- Inspire, motivate and celebrate ongoing participation in the collaborative.
- Engage with potential partners statewide and nationally, establishing relationships and identifying opportunities for collaboration and/or program expansion.

Community engagement

- Establish opportunities for patient and community engagement that are authentic and ensure that the work of the organization effectively supports community need.
- Define community engagement and awareness-building opportunities and secure funding to support these efforts.
- Establish relationships with potential partners (e.g., funders, communities of faith, non-profit organizations, others operating in the end-of-life care space).
- Collaborate with community engagement staff to develop and implement community engagement plan.
- Support community engagement staff with outreach, program and educational design, oversight of Community Engagement Advisory Council, and program evaluation.





Leadership engagement

- In collaboration with Council Chair, lead Clinical Advisory Council to establish best practices, vet new program strategies, strengthen relationships with current and potential partners, and ensure program quality.
- Support the work of the Honoring Choices Virginia Board of Directors and committees (e.g., resource development, governance, finance).
- Maintain relationships with leadership of founding partners. Provide regular reports to the Richmond Academy of Medicine and founding partners.

Program strategy and administration

- Maintain proficiency in ACP best practices and models of success.
- Strategic and operational planning.
- Staff management and development.
- Budgeting and financial reporting.
- Funding strategy and attainment.
- Event planning.
- Communications strategy including collateral development (design, drafting, maintenance).

Key Selection Criteria

- Puts patients first in all considerations recognizing the core purpose of Honoring Choices Virginia
- A personal and professional commitment to Advance Care Planning
- In-depth understanding of advance care planning and end-of-life care is preferred; willingness to learn is required
- Commitment to serving our diverse community
- Experience in working with the non-profit sector is strongly desired
- Willingness to attend and successfully complete Respecting Choices ACP facilitator and instructor certification training
- Prior successful experience in all aspects of program operations – planning, design, change management, fund development, communication, reporting and evaluation
- Demonstrated ability to manage more than one complex project simultaneously, ideally in a health organization setting
- Understanding of health care systems and delivery models
- Ability to manage the operation of a small program while steering it towards growth – discerning linkages necessary, funding required, staff needed, sustainability strategies





Competitive Salary & Benefits Package including medical, dental, vision, life insurance, 401(k), disability, and PTO. Eligible for a flexible work schedule and professional development reimbursement.

How to apply:

Preliminary applicant review will begin February 15, 2019.

Email resume, a writing sample, 3 to 5 professional references, and cover letter to honoringchoicesvirginia@ramdocs.org. Incomplete applications will not be considered. Please include salary expectations when applying. No phone calls please.

Organizational context:

Honoring Choices Virginia, Inc. is a newly formed corporation in the process of achieving 501c3 nonprofit status. It is supported by founding organization the Richmond Academy of Medicine, and has conducted operations under the Richmond Academy of Medicine Trust since its inception as a program in 2015. It is funded by grants and contributions from individuals and corporations. In addition to the Managing Director, staffing currently includes a part-time community engagement specialist and contract support roles (e.g., grant writing, web technology, graphic design), with additional support (including finance and HR) provided by the Richmond Academy of Medicine. This position reports to the Richmond Academy of Medicine Executive Director and the Chair of the Board of Directors.

About Honoring Choices:

Honoring Choices® Virginia is a collaborative of the Richmond Academy of Medicine, Bon Secours Richmond Health System, HCA Virginia and VCU Health. We are here to help individuals and their loved ones have important conversations about the care they would want in the event of a medical crisis.

As a Respecting Choices® First Steps® partner, we provide facilitator and instructor training for our collaborating health systems and other organizations in our community. We also provide educational programming for groups across the Greater Richmond metropolitan area.

With more than 45 clinical sites, numerous community partners, and over 200 trained facilitators, we are actively engaging our community in changing the culture about future medical decision-making. Through our work on secure exchange of planning documents, advance directive storage and retention, and community-based advance care planning, we are advocating for a policy framework that supports best practices in ACP. Our current grant-funded work is focused on how to best serve all patients in providing the information they need, in the manner in which they prefer it to be delivered, so that they can feel confident that they are equipped and empowered to make future medical decisions.

Learn more about our work at www.honoringchoices-va.org.

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