
GENERAL INFORMATION

Official Job Title: Chief Executive Officer (CEO)	Department: Administration
Reports to: Board of Directors	Job Type: Regular Full time
Approved/ Revision Date: March 2025	Standard shift hours / Hrs per week: Regular business hours, and as required for the position
Starting Pay Rate: DOE	Eligible for benefits: Yes

ABOUT FRIENDSVIEW

Friendsview is a mission-driven Christ-centered Continuing Care Retirement Community (CCRC) serving over 600 residents across independent living, assisted living, and healthcare services. Friendsview is located in Oregon’s beautiful wine country in the Willamette Valley and 35 miles southwest of Portland. With \$25M-\$30M in annual revenue and a growing resident population, Friendsview is committed to providing high-quality care, fostering a vibrant community, and honoring the values of service, stewardship, and Christian love.

POSITION SUMMARY

The Chief Executive Officer (CEO) serves as the chief strategist, organizational leader, and community ambassador, responsible for advancing Friendsview’s mission while ensuring financial strength, operational excellence, high quality healthcare, and a thriving quality of life for residents. The CEO reports to the Board of Directors, collaborates closely with residents and staff, and represents Friendsview within the broader senior living and faith-based communities.

The CEO also leads a team of seven with a positive, Christ-centered focus and effective communications, leading by example and ensuring outstanding attention to detail in resident care and wellbeing. The CEO will be accountable for staff management and development, resident and family experience and satisfaction, resident occupancy management, regulatory and budget compliance, community leadership and sales and marketing activities to meet or exceed occupancy and revenue targets.

ESSENTIAL FUNCTIONS (KEY RESPONSIBILITIES)

Strategic Leadership & Board Governance

- **Partner with the Board of Directors to develop and execute a long-term vision and strategic plan** that ensures Friendsview’s future success. This includes assuring that Friendsview has a long-range strategy that achieves its mission and toward which it makes consistent and timely progress.
- **Work with the Board Chair to set meeting agendas, facilitate governance functions, and ensure the Board is well-informed on all key organizational matters and risks.** This aligns with the CEO’s responsibility to, with the Chair of the Board, develop agendas for the quarterly

board meetings so that the Board can fulfill all of its responsibilities effectively, and to ensure that the board and the chair are kept fully informed of the condition of Friendsview on all important factors, progress towards strategic plans, and key risks to the organization.

- **Maintain a transparent, collaborative relationship with the Board**, providing timely updates on strategy, operations, finances, and industry trends. The CEO will inform the board of relevant trends, anticipated adverse media coverage, and material external and internal changes.
- **Ensure compliance with all legal, regulatory, and accreditation standards.** This aligns with the responsibility to formulate and administer all major policies and ensure that the organization is in compliance with all rules and regulations under which it functions.
- **The CEO will lead board meetings** and stimulate all board members to give their best thinking and involvement.

Financial & Operational Management:

- **Provide strong financial stewardship and leadership ensuring the organization's long-term sustainability**, always maintaining Friendsview's life care commitment to residents, and responsible use of resources. This includes making certain that the flow of funds permits Friendsview to make steady progress toward the achievement of its mission and that those funds are allocated properly to reflect present needs and future potential, and having business acumen, financial understanding, and motivation which facilitate the most effective use of the income and assets of Friendsview.
- **Set and be accountable for establishing and meeting the organizations goals**, measures/performance indicators, strategy, and objectives in line with Friendsview's long term vision, mission, and strategy.
- **Oversee budgeting, financial planning, and capital investments**, ensuring alignment with Friendsview's mission and strategic goals. This relates to ensuring the consistent achievement of the mission and financial goals of Friendsview.
- **Ensure efficient operational management across all divisions**, maintaining high standards for resident care, safety, service delivery, and effective cost management.
- **Lead and develop a high-performing executive team**, fostering a culture of excellence, accountability, development and growth, and mission-driven leadership. This aligns with the responsibility to see that there is in place an effective management team with appropriate provision for succession, accountability for performance, a system of objectives and key results (OKRs) for the leadership team and organization, and the ability to motivate staff, appreciate their contributions, recognize high performance, and role model effective performance management.

Resident Care & Community Engagement:

- **Champion a resident-centered approach**, prioritizing well-being, dignity, grace, love, and engagement across all residents. This aligns with the demonstrated commitment to excellent resident care and ensuring that all residents receive the level of care and support they need and that they are treated with respect, dignity, and Christian love.
- **Ensure programs and services reflect best practices in aging services**, including wellness initiatives, social programs, and faith-based support.

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- **Strengthen Friendsview's relationships with residents, families, staff, and community partners**, ensuring open communication and responsive leadership. This relates to the ability to develop positive relationships, win confidence and establish support.
 - **Maintain strong ties with George Fox University and other local organizations** that enhance the community's intergenerational and educational opportunities that contribute to a thriving community.

External Relations & Industry Leadership

- **Serve as the public face of Friendsview**, engaging with churches, industry organizations, donors, local service groups, and government agencies to promote and advocate for the organization. This aligns with serving as the chief spokesperson for Friendsview and thereby seeing that it is properly presented positively to its various external stakeholders and constituents.
- **Study and stay ahead of industry trends**, including regulatory changes, emerging senior care models, and market demands. This relates to the understanding of industry trends and challenges.
- **Represent Friendsview at conferences**, industry groups, and community events to enhance visibility and influence.

QUALIFICATIONS AND EXPERIENCE (JOB REQUIREMENTS)

Job Education, Licenses/Certifications

- **Minimum 10 years of senior leadership experience in senior living, healthcare, or a related field.** This builds upon the requirement of leadership ability demonstrated by five years of successful experience in an upper management position in a senior care organization.
- **Master's degree in Healthcare Administration, Business Administration, Nonprofit Leadership, Organizational Leaders or a related field.** License/certifications as per Oregon requirements.

Knowledge & Experience:

- **Strong financial and business acumen**, including experience managing budgets of \$30M or greater, financial planning, financial forecasting, management with data and key indicators, and capital budgets and projects. This aligns with the financial understanding and motivation which facilitate the most effective use of the income and assets of Friendsview.
- **Proven strategic planning and execution abilities**, balancing long-term vision with day-to-day operational excellence.

Supervising and Interpersonal skills

- **Exceptional leadership and communication skills**, with the ability to build relationships across residents, staff, and diverse stakeholder groups. This includes good skills in oral and written communication, including the ability to represent the organization to large groups, effective negotiation skills, and love and respect for other people that will develop positive relationships, win confidence, and establish support.

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- **A commitment to Friendsview's faith-based mission and values**, with a heart for serving aging adults. This commitment to the vision, mission, and values of Friendsview should be pertinent and practiced throughout the organization.

Preferred:

- Experience leading a faith-based nonprofit or mission-driven organization.
- Familiarity with CCRC governance, regulations, and compliance standards.

COMPENSATION & BENEFITS

We offer a competitive salary and benefits package, including health insurance, retirement plans, and professional development opportunities.

OUR SHARED VALUES

While our community's diversity, creativity, and constant growth are what keep us engaged and alive, it is our shared values that ensure a deep and lasting bond between residents, leadership, and staff, and between Friendsview and the amazing Newberg community.

[Values - Friendsview](#)

- Integrity
- Stewardship
- Compassion
- Community
- Excellence
- Dignity
- Service

Additional Requirements/Preferences:**REQUIREMENTS:**

- Must successfully pass the Department of Human Services (DHS) criminal background check and, if applicable, fingerprinting.
- Must be able to pass a pre-employment drug screen.
- Must be able to pass the pre-employment reference checks.
- Must be able to provide the official grade transcripts of the education level provided on the employment application.
- Must be able to provide a copy of his/her own social security card for W-4 documentation.
- Must be able to provide applicable documentation(s) for I-9 in order to establish identity and authorization to work in the US.
- Must have valid driver's license, personal automobile liability insurance, and acceptable driving record (if required to drive).

PREFERENCES:

- Advanced skills using PointClickCare accounting software
- Familiarity with non-profit accounting
- Familiarity with Life Plan Community (CCRC) or related accounting

BSP EXPOSURE: Category II: Your tasks and normal routines involve no exposure to blood, body fluids or tissues. In the event of an unexpected blood, body fluid or tissue spill there will be an employee available who has been designated to take responsibility for clean-up and decontamination of potentially infectious body substances. You are not to come in contact with potentially infectious body substances