



## Chief Philanthropy Officer

### ABOUT FRIENDS OF WATERFRONT SEATTLE

Seattle's future waterfront is more than a park – it represents a once in a generation opportunity for the community of Seattle. The park's construction comes at a time when the alignment of the city's values, vision, and investments can achieve lasting economic, social, and environmental value for both today and for the benefit of future generations. This monumental effort will happen through the force of philanthropy leveraging public investment that capitalizes on major, necessary infrastructure projects: the Elliott Bay Seawall replacement completed in summer 2017 and the removal of the Alaskan Way Viaduct in 2019. These publicly funded infrastructure projects open up 20 acres of public right-of-way, which the community is transforming into well programmed park spaces from Pioneer Square to Belltown, funded by a mixture of public and philanthropic resources. The new waterfront park will greatly enhance the nearshore ecosystem; create new, diverse cultural and civic experiences; generate new economic opportunities for people with limited financial resources; and connect people to the urban shoreline and to Elliott Bay in ways that reinforce a sense of shared community, values, and stewardship.

### At A Glance

*Friends of Waterfront Seattle is the City of Seattle's nonprofit partner helping to build Waterfront Park and ensure its lasting success. Following the public-benefit partnership model, Friends educates the public about the park and its benefits, raises philanthropic funds to build the park, and will partner with the City to steward, fund, and manage the park long term. Its goal is to make the central waterfront a vibrant public mixing ground where all communities can share cultural, recreational, and civic experiences in a beautiful environment. The Chief Philanthropy Officer of Friends of Waterfront Seattle will have a once-in-a-generation opportunity to support a transformative \$200 million campaign and work with many partners, communities, and cultures in a rapidly evolving organization that is doubling its number of personnel and budget year over year to become a strong park operating partner to the City of Seattle in perpetuity.*

### Visit



The central waterfront's transformation is an approximately \$1 billion capital project. Approximately two-thirds of this cost represents the seawall rebuild, funded by a voter-approved levy, and the rebuilding of the Alaskan Way surface road in the footprint of the Viaduct, paid for by Washington State, which will then open up space along the waterfront for the park.

Capital expenses for the waterfront park constitute the remaining third of the approximately \$1 billion total, with philanthropy and a Local Improvement District predominantly funding park capital costs. This diversified funding model, which was developed as part of the project's strategic plan by the City of Seattle, in partnership with the community advisors known as the Central Waterfront Committee, allows for the maximization of available resources while creating a fair project budget that does not divert public funds from other community needs. Philanthropy is integral to leveraging diverse funding sources and ensuring success of Friends of Waterfront Seattle ("Friends") as the City of Seattle's park operating partner over the long term.

As the nonprofit partner established to ensure the park's successful execution, stewardship, operations and programming, Friends of Waterfront Seattle has committed to raise \$110 million by 2024 from philanthropic sources to support the park's construction, and will manage and program the park spaces at a high level through a mixture of public and private resources. Friends will also be responsible for contributing \$90 million through fundraising, sponsorship, and institutional giving to support its ongoing park operations and programming, and grow Friends' internal capacity to operate the park in perpetuity. Over ten years, Friends is working to achieve a \$200 million comprehensive campaign goal. Friends is in the process of building the fundraising arm of the organization to support the comprehensive campaign and become a strong park partner to the City of Seattle providing ongoing philanthropic support through a comprehensive fundraising program.

## THE POSITION

The Chief Philanthropy Officer, a pro-active, energetic, and mission-driven fundraising strategist, servant leader, and systems-builder, will have an exciting and rewarding opportunity to build the next phase of transformative growth for the Seattle's waterfront and Friends of Waterfront Seattle. Reporting to the Executive Director of Friends, the Chief Philanthropy Officer is responsible for planning and leading all aspects of fundraising and campaign initiatives for the Friends of Waterfront Seattle working closely with Friends' campaign counsel, Executive Director, and Friends team members.



The Chief Philanthropy Officer works closely with the Friends engaged, experienced Board of Directors and acts as the primary board liaison on Campaign Steering Committee, supporting board recruitment, development, and fundraising efforts.

Friends of Waterfront Seattle seeks a collaborative, forward-thinking, servant leader who will help establish a strong institutional vision for Friends of Waterfront Seattle's role in philanthropy by building a best practice philanthropy team and fundraising infrastructure for one of the nation's most visionary waterfront parks. The Chief Philanthropy Officer, an accomplished closer of gifts and accelerator of high capacity prospects, will hire, mentor, inspire, and lead a talented team of philanthropy professionals over the next two to three years. Of prime importance will be the building of a new, cohesive philanthropy program that operates in a collaborative, achievement-oriented environment built on aspirational goals and data-driven performance metrics and advances fundraising excellence to complete the historic \$200 million comprehensive campaign. The successful candidate must be a leader focused on the growth and well-being of the Friends' community and people, must be committed to stewarding a waterfront that serves all communities and cultures, is passionate about serving the public with the desire to continually improve Seattle as a place to live, work, and play.

## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Chief Philanthropy Officer will achieve the following major objectives:

- Develop and implement an integrated, comprehensive campaign strategy with defined targets and metrics that meets all funding milestones.
- Build, lead, mentor, and support a high-performing, mission-driven philanthropy team that grows a diverse and increasingly larger base of donors and prospects.
- Serve as a trusted visionary partner to the Executive Director and build strong relationships of reliability, respect, and mutual enjoyment with the entire Friends' team.
- Work with an engaged experienced Board of Directors and help create a structure for their successful engagement in supporting campaign priorities.
- Work within and contribute to a culture of leadership that ensures strong relationships within the community with strategic organizations, funders, business and corporate leaders, volunteers, and relevant high net worth individuals.

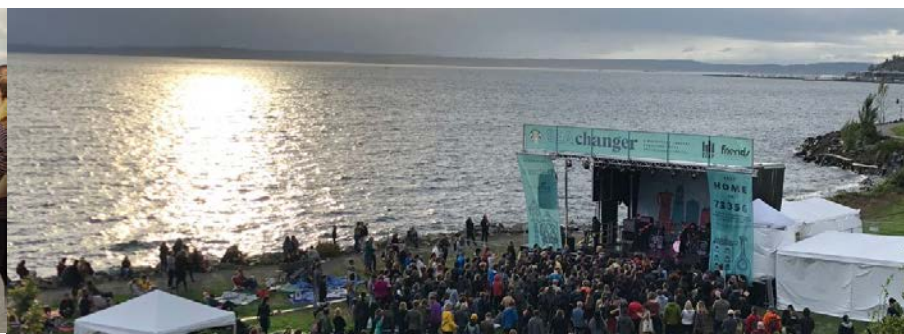




## RESPONSIBILITIES

The Chief Philanthropy Officer will have the following primary responsibilities:

- Provide vision and leadership to create a robust philanthropy program necessary to advance Friends of Waterfront Seattle's campaign, plus build and manage the philanthropic arm of the organization.
- Lead the growth of Friends' strategic relationship management efforts, including identifying, qualifying, cultivating, and stewarding new and existing donors and prospects.
- Hire, lead, manage, inspire, and grow the Friends of Waterfront Seattle's high-caliber team of philanthropy and campaign professionals.
- Develop targeted, innovative campaign strategies that enhance private philanthropy and builds a pipeline for major, leadership and principal gifts from new high-net worth donors and prospects; prioritize and solidify the growth and acceleration of donor support toward the campaign.
- Create inclusive opportunities for all giving levels to support the park.
- Plan, manage, and coordinate a collaborative campaign strategy that provides support to the Executive Director and the Board of Directors in their donor engagement activities.
- Work in close partnership with the Executive Director and the Campaign Steering Committee in setting robust but achievable fundraising goals with clear strategies, goals, and metrics that ensure accountability.
- Manage a portfolio of approximately 50 to 75 leadership-level donors and prospects, focusing on a pipeline of seven-figure plus prospects.
- Build all organizational processes and systems, CRM database, prospect research, and moves management to support campaign and operational needs.
- Participate as a committed, valued, and collegial leader of the Friend's team who recognizes the contributions of others.
- Work closely with the marketing and communications team on strategies to attract new partners and donors and magnify Friends' philanthropic visibility.
- Contribute to the creation of vibrant culture where everyone feels valued, with a sense of belonging where contributions of all team members in park programming, outreach, and philanthropy are recognized as equally important.



## QUALIFICATIONS

The ideal candidate will possess most of the following qualifications:

- A passionate, enthusiastic commitment to the vision and values of the Friends of Waterfront Seattle.
- A minimum of ten years of senior-level leadership experience in managing successful comprehensive fundraising teams and operations, with a track record of building significant annual, major, principal, and planned giving programs. Experience with a major cultural institution or a public park and/or understanding of the Seattle philanthropic community would be an advantage.
- Proven ability to hire, manage, motivate, and retain philanthropy team that strives to achieve excellence and exceed goals.
- Experience with planning and executing major multi-year campaigns.
- A confident, charismatic, goal-oriented, strategic thinker and team builder with proven success in building productive, long-term relationships with teams, boards, volunteers, and donors.
- Solid financial management skills with experience in fundraising and budget analysis, forecasting, and a passion for data driven results.
- Excellent interpersonal and communication skills with a persuasive ability, including strong written, verbal, and presentation skills
- Awareness of how public space operations impact communities who have been historically uninvited or underserved due to institutional inequities.
- Experience with the prospect and donor management fundraising software applications, including Salesforce.
- Ability to travel as necessary and attend program and fundraising activities as needed, including evenings and weekends.
- A bachelor's degree from an accredited university or college is desired.



## ORGANIZATIONAL VALUES

Friends is an ambitious organization that welcomes diverse qualified team players who, like all members of the Friends team, possess a “do-all-jobs” mentality and strive to achieve excellence in all tasks. Friends offers team members the opportunity to take on significant responsibilities on multi-disciplinary projects in a collaborative, congenial work environment. Friends’ culture is one of shared leadership with an entrepreneurial spirit that promotes a meritocracy of ideas from all of its team members. Friends is committed to an inclusive, diverse, multi-cultural atmosphere that it envisions for the future Waterfront Park. Friends seeks to employ and engage all communities and cultures including people of color, those with disabilities, and members of the LGBTQ community and to create an environment where everyone feels valued.

## APPLICATION

Friends values diverse perspectives and life experience and encourages people of all backgrounds and communities and cultures to apply, including people of color, women, LGBTQ, immigrants, refugees, people with disabilities, and veterans. Friends of Waterfront Seattle has retained Campbell & Company to conduct this national search. The team for this project includes Dan Nevez, Senior Consultant, and Alexandra Catuara, Associate Consultant. Friends of Waterfront Seattle offers a competitive compensation and benefits package.

To be considered for this opportunity, please send a letter of interest and resume to:

### ALEXANDRA CATUARA

Associate Consultant, Executive Search

[anc@campbellcompany.com](mailto:anc@campbellcompany.com)

(312) 506-0060 direct

*Friends of Waterfront Seattle is an Equal Opportunity Employer.*



1 East Wacker Drive, Suite 2100  
Chicago, IL 60601

*Friends of Waterfront Seattle is committed to an inclusive, diverse, multi-cultural workforce that we envision for the future Waterfront Park. Friends seeks to employ and engage all communities and cultures and to create an environment where everyone feels valued and respected in the workplace. Friends encourages people of all backgrounds and communities and cultures to apply for this role, including people of color, women, LGBTQ, immigrants, refugees, people with disabilities, and veterans.*