

**Position Description for
Director of Development,
Emerald Necklace Conservancy
Boston, Massachusetts**



The Emerald Necklace Conservancy is seeking a highly motivated, creative and experienced leader to head its development team.

The organization, founded in 1998, benefits from a committed board, new and long-term supporters and positive relationships with the

many park groups, important cultural, academic and medical institutions and other stakeholders that abut the Emerald Necklace park system designed by Frederick Law Olmsted. The successful candidate will come on board at an exciting time for the Conservancy as it expands its impact and greatly increases investment and support for the historic Emerald Necklace Park system. The Director of Development we seek will be a leader in this future growth.

Director of Development Position

The Director of Development is responsible for planning and implementing the development strategy for the Emerald Necklace Conservancy. Reporting to the President, the Director of Development is responsible for achieving the annual \$2.4M budget and additional special project goals. Building and leveraging key relationships and contacts within and outside of the Conservancy's network to increase the stakeholder base to ensure meeting revenue goals is of critical importance. The Conservancy's short- and long-term goals include both an office expansion to increase park visitor services and education programming, and significant capital park improvements, including end-to-end bike and pedestrian paths, wayfinding and signage, and the complete restoration of the historic Muddy River.

Core Responsibilities Include:

- With the President, develop strategic plans for short and long-term fundraising goals and initiatives
- Cultivate, grow and steward a portfolio of major donor prospects, current and potential corporate and foundation sponsors and individual donors
- Manage the annual *Party in the Park* events, working with a high-performing volunteer committee and identifying and securing sponsorships
- Manage and lead a development team consisting of the Director of the Annual Fund, Development Coordinator and grant writer to achieve goals including:
 - Create and implement annual development plan and strategy, lead and manage the overall development efforts to raise an annual budget of \$2.4M
 - Develop and manage Board fundraising capacity
 - Manage grant funding portfolio, including corporate, foundation, and government funders
 - Develop and grow individual donor base; manage annual giving campaign

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Qualifications:

- 7-12 years of development experience, experience in similar non-profit sector a plus
- Demonstrated ability to think strategically and plan for strategic development
- Proven track record of achieving revenue targets and/or a quota of over \$1M annually; cultivating and soliciting major donors; prospecting, cultivating and managing new donors
- Demonstrated understanding of all components of a diversified funding base
- Strong partnership-building and event planning skills
- Proven staff management and leadership capabilities, including excellent communications skills
- Bachelor's degree, strong computer skills and understanding of data base programs
- High energy, positive, "can-do" attitude, flexibility, teamwork, and attention to detail; high degree of initiative and integrity
- Interest in landscapes, parks, communities, and the environment a plus

The Organization

The mission of the Emerald Necklace Conservancy is to restore and improve the Emerald Necklace for all. Boston's largest park system, the Emerald Necklace encompasses a seven-mile, 1,100-acre linear park stretching from Beacon Hill to Dorchester and includes parkways and six parks designed by Frederick Law Olmsted—Back Bay Fens, the Riverway, Olmsted Park, Jamaica Pond, Arnold Arboretum, and Franklin Park. The Emerald Necklace is a world-renowned historic park landscape which provides significant environmental, health and recreational benefits for park users, visitors and the greater Boston area as



a whole.

The Conservancy connects people and parks and conserves the Emerald Necklace through projects and programs to enrich the visitor experience and restore and renew the landscape. To do this, the Conservancy undertakes maintenance and capital restoration projects, provides education, youth, and visitor programs, offers free cultural events, and addresses advocacy and park access issues. The Conservancy's offices are in the Shattuck Visitor Center on the Muddy River in Back Bay Fens. In line with the strategic plan goals, the Conservancy is currently evaluating new spaces in order to increase visitor services and program capacity.

The Conservancy collaborates with the owners of the parks (City of Boston, Town of Brookline, and Commonwealth of Massachusetts) and is the only entity that brings together

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the Necklace's residential neighbors, community and business leaders, park advocates, and government officials to work for the renewal and rejuvenation of this beloved and historic park system.

Major accomplishments of the Conservancy to date include the completion of a comprehensive tree inventory and conditions assessment survey; development of a Tree Management Plan; fundraising and delivering of over \$7M in park improvements through the Conservancy's Olmsted Tree Society and the Justine Mee Liff Fund for the Emerald Necklace; renovation of the Kelleher Rose Garden including the reconstruction of its historic fountain; and successful advocacy for the Muddy River Restoration Project, a federal project that to date has completed \$30M in improvements.



Signature Event - The Party in the Park

The Emerald Necklace Conservancy's signature gala, the *Party in the Park*, is one of the surest signs of spring and one of the most anticipated social events in Boston. To date, the luncheon has generated more than \$8 million for the Emerald Necklace parks.

The proceeds of the *Party in the Park* go directly to the Conservancy's Justine Mee Liff Fund for the Emerald Necklace to support special restoration and maintenance projects in five Olmsted-designed parks – Franklin Park, Jamaica Pond, Olmsted Park, Riverway and the Back Bay Fens.



The party is planned over the course of a year by an all-volunteer committee to ensure a memorable afternoon. In addition to raising funds for the park, the event features the presentation of the annual Liff Spirit Award which is given to a park advocate who has made an indelible impact on the preservation of parks and open space. The 2017 award will be presented to park champion and environmentalist, Whitney Hatch. The *Party in the Park* celebrates its fourteenth anniversary on May 17, 2017 at the Pinebank Promontory at Jamaica Pond, Jamaica Plain, MA.

The Liff Fund supports the Emerald Necklace's renewal initiatives, including major capital improvements like buildings, pathways and footbridges as well as landscape restoration and other

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specialized activities such as planting trees, and installing lighting, signage and park furniture. Since its inception, the Justine Mee Liff Fund has allocated more than \$2.4 million to tree management and park restoration projects.

Leadership and Staff



Karen Mauney-Brodek joined the conservancy as President in August of 2016 as a result of a national search. Prior to leading the conservancy, Karen served as a program and project manager for the City of San Francisco Parks Department where she led outreach, communications, planning, design and construction of numerous public park renovation projects and initiatives, including internal and external stakeholder management. She developed two funding programs that brought over \$300M to San Francisco Parks.

Previous to her ten years with San Francisco Parks, she was Chief of the Design Build Program in the New York Department of Parks & Recreation, managing a \$15–20M annual program which selected, designed, and built or rebuilt all or portions of 100 parks and playgrounds annually. She holds a bachelor's degree from Columbia University and dual master's degrees in Architecture, and City and Regional Planning/Urban Design from the University of California, Berkeley.

The Conservancy is led by the President with the help of an engaged, dynamic board of directors. The staff of nine full-time and two part-time members is augmented by a cadre of volunteers (over 1000) who accomplish park projects, help plan events and provide regular assistance in the office.

The Emerald Necklace Conservancy is an equal opportunity employer with an institutional commitment to employ a diverse workforce. Interested applicants should submit resume and cover letter to Karen Mauney-Brodek, President, at kmauney-brodek@emeraldnecklace.org by March 31th. No phone calls please.