



Vice President,
Advancement & External
Affairs

Friends of the Public Garden

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BOSTON | NEW YORK

Friends of the Public Garden seeks a Vice President of Advancement & External Affairs to drive an impressive philanthropic program through its next growth phase.

About Friends of the Public Garden

The Boston Common, Public Garden, and Commonwealth Avenue Mall have been an integral part of Boston's identity for generations, in many ways the souls of the City, sites of countless events, public gatherings and private moments, and serve the recreational and restorative needs of millions of people. The Friends envisions these public parks to be accessible to all, and through contributions to vigilant care and purposeful innovation, reflect the natural world and the rich history of the City and country.

After 50 years of working together on a handshake, the Friends and the City of Boston signed a formal cooperation agreement to enhance the care of the Boston Common, Public Garden and Commonwealth Avenue Mall. The City and the Friends recognize that a seamless partnership is essential to renew and care for these nationally recognized parks in the heart of the City, for today and for future generations. In 2005, the Friends made the transition from a volunteer structure to an organization supported by a professional staff. In 2011, after more than forty years of inspiring leadership, the Friends founding President Henry Lee became President Emeritus, and Elizabeth (Liz) Vizza took over.



Strategic Plan

This is a pivotal time for the parks and the Friends. While much improved from their low point in the 1970s, these iconic parks deserve an even higher standard of excellence. Now is the time to lay out an ambitious vision to engage the growing parks community in stewardship and advocacy, to raise additional funds, and to partner with the City of Boston to further elevate the quality of care.

During the previous planning process beginning in 2013, the Friends engaged a consultant who worked closely with a task force to interview over 40 stakeholders, collect and analyze research data, and solicit board, staff and stakeholder group input to collaboratively shape the Strategic Plan, 2014-2018.

A new strategic planning process began late last year and has continued to evolve throughout 2020. Specific attention has been placed on creating a plan that reflects the impact of COVID-19 and social justice conversations happening at a public level, and addresses implications for access, use, and mission of Boston's communal greenspace.

The primary goals of the new plan include:

- Building a diverse and inclusive organization
- Increasing public engagement with the Parks, our work and its impact
- Growing organizational capacity to support operational goals

- Innovating and utilizing the latest science to apply best practices in our care for all three Parks
- Executing on high profile projects, delivering excellence and elevating the brand

Stewardship

The Friends plays a vital role in the stewardship of these parks. They work closely with the Boston Parks and Recreation Department to provide and fund the best possible professional care of their irreplaceable collection of mature trees, sculpture, and fountains. They also act as advocates, speaking out for the protection of these parks against misuse and encroachment and educating the public about park issues.

The 3,000 members come from more than 130 communities across Massachusetts and 28 states.

About the Position



The Vice President of Advancement & External Affairs is a new position at the Friends of the Public Garden. As noted above, this is a pivotal moment for the Friends as the organization gets ready to publicly launch its 50th Anniversary Campaign. The Friends has an opportunity to elevate its brand and fundraising program overall, which the Vice President will lead and oversee. The Vice President will serve as a thought partner to the President and, when appropriate, will stand in for her for events, public speaking engagements and more. During the first three months, the Vice President will be responsible for conducting a

comprehensive assessment of the development and communications departments and presenting recommendations for enhanced strategic alignment, outreach and engagement and for growing membership and fundraising overall. They will work closely with both teams and the President to capitalize on the current momentum and help take the organization to a new level.

Key Responsibilities

Leadership and Staff Management

- Collaborate with the President on all matters relating to fundraising, communications and external affairs
- Work closely with the Board and Committees as needed
- Serve as a spokesperson for the organization
- Oversee and lead the Development and Communications team members, 4 in total



Fundraising

- In collaboration with the President and Development and Communications teams, set the fundraising strategy for growth for the organization and oversee its execution
- Establish appropriate goals and plans to take fundraising to new heights
- Lead and manage the 50th Anniversary Campaign effort
- Staff the Campaign and Membership & Development Committees

- Manage a portfolio of major gift donors and prospects

External Relations

- In collaboration with the President, the Development and Communications teams, and the external PR agency, set and implement the strategy for enhancing external relations, outreach and engagement, elevating the brand and growing membership
- In collaboration with the President, attend external events and serve as an ambassador for the organization
- Work with the President to build and grow relationships with the City of Boston and other elected officials
- Oversee the creation of the overall messaging for the organization

Key Qualifications

- Passion for FOPG and ability to articulate the mission
- 10+ years development experience, with at least 6 years in leadership roles, including campaign experience
- Proven ability to build and sustain donor relationships, record of securing 6+-figure gifts
- Prospect management and pipeline development expertise
- 7+ years communications and/or external relations experience, including media experience
- Expertise in and strong understanding of social media platforms
- Strong staff management experience
- Success partnering with senior leadership and volunteer leadership
- Appreciation for and ability to work with multiple and diverse constituents
- Innovative and strategic, with creative instinct
- Highly collaborative
- Excellent oral and written communication skills
- Ability to work evenings and weekends as needed



Equal Employment Opportunity

The Friends is an equal employment opportunity employer. In accordance with applicable law, we prohibit harassment and discrimination based on race, color, religion, creed, gender, sexual orientation, pregnancy or related medical conditions, age, national origin or ancestry, physical or mental disability, genetic information, military or veteran status, gender identity or expression, transgendered status, or any other category protected by applicable federal, state or local laws.

Please email your cover letter and resume in confidence to:

FOPG@developmentguild.com

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For more information about Friends of the Public Gardens, please visit www.friendsofthepublicgarden.org
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About Development Guild DDI

Development Guild DDI is a nonprofit leadership development consulting firm that provides nonprofit executive search, fundraising counsel, and campaign services. We bring a powerful combination of discipline and innovation to every client engagement, delivering solutions that are both strategic and deeply rooted in experience and analysis. Drawing upon more than 2,500 client engagements and 40 years working in every nonprofit sector, our collaborative approach is distinguished by candid dialogue and supported by cutting-edge technology. We commit to understanding and respecting your unique culture and to translating that knowledge into viable solutions.

