



Institutional Relations Manager

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 and 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.

As the nonprofit and park operating partner established to ensure the park's successful execution, stewardship, operations and programming, Friends of Waterfront Seattle ("Friends") has committed to raise \$110 million by 2024 from philanthropic sources to support the park's \$1 billion construction, and will manage operations and programming for the park spaces at a high level through a mixture of public and private resources.

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



Friends will also be responsible for contributing \$90 million through annual and major individual giving, institutional giving, and sponsorships 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. Friends' recently hired a highly accomplished Chief Philanthropy Officer who will lead the philanthropic strategy and team to ensure the success of this ambitious campaign. Despite COVID-19 and external economic conditions, Friends remains a strong, financially viable organization, with a strong revenue base and enthusiastic support from Friends' board and volunteer leadership, that include many of Seattle's top philanthropists.

THE POSITION

A newly created position, the Institutional Relations Manager will manage and pro-actively grow the fundraising efforts with high-level institutional and corporate donors and prospects with capacity of up to seven-figure gifts for Friends of Waterfront Seattle to achieve its campaign priorities. The Institutional Relations Manager reports directly to the Chief Philanthropy Officer (CPO) and will serve as an essential member of the frontline fundraising team. The Institutional Relations Manager will work closely and collaboratively with Friends leadership, philanthropy team, and program staff and key others to engage and create strategic philanthropic partnerships resulting in increased investment. This position will be based in Seattle, with the ability to work remotely until able to safely relocate there.

MAJOR OBJECTIVES

Within the first 12 to 18 months, the Institutional Relations Manager will achieve the following major objectives:

- Serve as lead and key contributor in soliciting and engaging corporate partners.
- Successfully engage with high-net-worth donors, while exhibiting confidence, trust, sensitivity, discretion, and professionalism.



- Uphold a strong moves management system that ensures team accountability and performance and builds an increasing base of significant institutional and corporate partners.
- Continue to build on the remarkable success of the Friends' Campaign.

RESPONSIBILITIES

The Institutional Relations Manager will have the following primary responsibilities:

- Build, qualify, cultivate, and solicit a strong portfolio of institutional and corporate funding donors and prospects in partnership with CPO, and utilizing team, board, and volunteers as natural partners in cultivating and soliciting gifts.
- At the direction of the CPO, plan, develop, and implement a targeted, integrated cultivation strategy that builds a pipeline for corporate gifts from new and existing high-net-worth donors and prospects.
- Act as principal donor strategist for each institutional and corporate prospect in the portfolio, creatively develop and implement innovative strategies for the successful solicitation of gifts to meet individual and team performance metrics.
- Contribute to a strong campaign-focused moves management infrastructure that both tracks fund team activities/moves and optimizes Friends' fundraising potential for cultivating, securing, and closing gifts.
- Provide complete and accurate activity reports on moves management on a regular basis that include detailed call reports, revenue forecasts, data analytics, and other accomplishments.
- Collaborate and engage the philanthropy and program team in donor cultivation and stewardship to bring the philanthropic potential of Friends' work to donors.
- Identify top sponsorship opportunities and make introductions to the marketing team, ensuring strong continuity of relationships.
- Develop and maintain positive, collaborative working relationships with Friends' team, board, and volunteers.



QUALIFICATIONS

The ideal candidate will possess most of the following qualifications

- A genuine and enthusiastic commitment to the vision and values of Friends of Waterfront Seattle.
- A minimum of five years of demonstrated success and progressive responsibility in institutional and corporate philanthropy, with proven track record of securing large gifts, sponsorships, and partnerships from corporations. Prior experience working closely with Seattle's top corporate and institutional leadership would be an advantage.
- Proven achievement of building effective, long-term relationships with institutional and corporate leaders, in addition to ability to retain and seamlessly upgrade existing relationships.
- Solid understanding of the philanthropic, marketing, and public relations, branding, digital, and special events needs of major corporations.
- Strong interpersonal, written, and verbal communication skills, including a good energy level and comfort dealing with high-net-worth individuals.
- Deep interest in understanding a range of diverse cultural differences and the ability to work effectively with people from a range of social, ethnic, and cultural backgrounds.
- Solutions-oriented, metrics-focused, team-oriented, servant leader, who enjoys managing up and down and brings a good sense of humor.
- Experience with prospect and donor management fundraising software applications, including Salesforce and/or The Raiser's Edge.
- Ability to travel regularly in the Seattle region (up to 50%) once environmental conditions allow safe, frequent visits.
- A bachelor's degree from an accredited university or college is required.

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 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, 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 search. The team for this project includes Alexandra Catuara, Associate Consultant and Angèle Bubna, 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:

IRfriends@campbellcompany.com

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.