



## Major Gift 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

Reporting directly to the Associate Chief Philanthropy Officer, the Major Gift Manager – an energetic accelerator of major gifts – identifies, cultivates, and builds a robust portfolio of high-level gift prospects and donors that generates five- and six-figure gifts. This position is a new leadership role, providing support to Friends' growing major gift program. The Major Gift Manager works closely with a range of diverse, sophisticated donors, raising significant gifts that meet or exceed all activity metrics and revenue goals. The Major Gift Manager is responsible for advancing best practices in moves management, travelling and meeting with donors throughout the Seattle region. 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 Major Gift Manager will achieve the following major objectives:

- Serve as lead and key contributor in soliciting and closing major gifts up to the six- and seven-figure level.
- 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 major and leadership gift prospects and donors.
- Continue to build on the remarkable success of the Friends' historic campaign.

## RESPONSIBILITIES

The Major Gift Manager will have the following primary responsibilities:

- Build, qualify, cultivate, and solicit a portfolio of 150-200 current and new donors and prospects capable of making gifts at the \$10,000+ level.
- In close coordination with the Associate Chief Philanthropy Officer, plan, develop, and implement a targeted, integrated cultivation strategy for the assigned portfolio that builds a pipeline for strategic gifts, primarily from new high-net-worth donors and prospects.
- Act as principal donor strategist for each prospect in the portfolio with specific responsibility to develop a written donor strategy and relationship record of all interactions.
- 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 program team in donor cultivation and stewardship to bring the philanthropic potential of Friends' work to donors.
- Assist in setting and meeting annual revenue goals for major gifts prospects with the Associate Chief Philanthropy Officer.
- Develop and maintain positive, collaborative working relationships with Friends' senior leadership, team, board, and volunteers.
- Attend program and fundraising activities as needed, including evenings and weekends.

## 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 sophisticated major gifts experience, with a proven track record of closing five- and six-figure gifts in a complex environment. Prior experience in campaigns would be an advantage.
- Proven achievement of building effective, long-term relationships with new and prospective donors, in addition to success in retaining and seamlessly upgrading existing donors.
- Ability to be successful in deadline-oriented settings, both individually and as a collaborative team-player.
- Strong interpersonal, written, and verbal communication skills, including 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.
- Dynamic, 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 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:

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

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



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*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.*