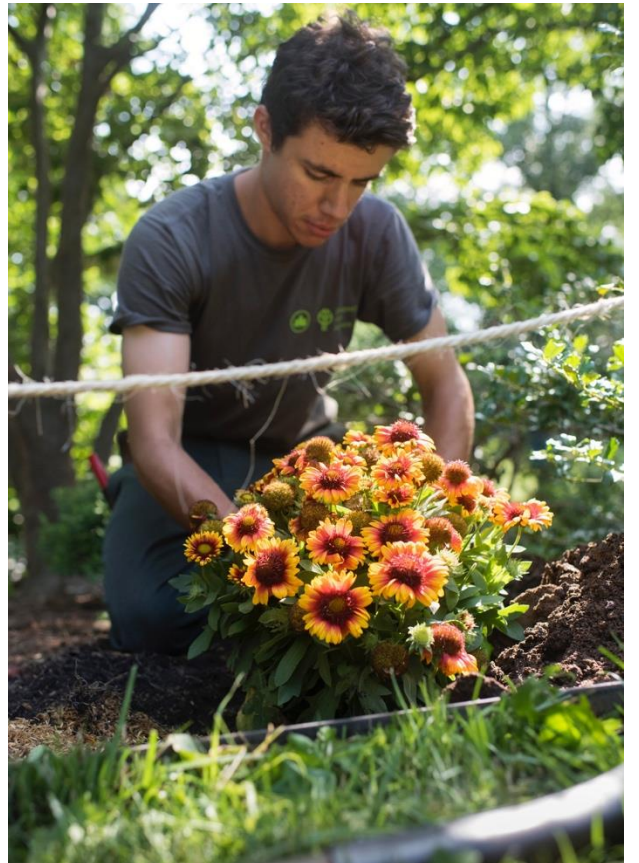




Chief Advancement Officer



ORGANIZATION: Prospect Park Alliance
POSITION: Chief Advancement Officer
REPORTS TO: President and Park Administrator
LOCATION: Brooklyn, NY
WEBSITE: prospectpark.org
TO APPLY: Please send resume and cover letter as one PDF to PPACAO@pbrsearch.com with title format “Last Name First Name – Letter Resume” and complete the Voluntary Self Identification [form](#). This will assist us in improving our hiring practices and ensuring equal opportunities. Participation is voluntary and will not affect your candidacy in any way.

BACKGROUND

Designed by Frederick Law Olmsted and Calvert Vaux in the mid-19th century, Prospect Park is Brooklyn’s flagship park, welcoming more than 10 million visitors each year. The park is now an international model for the care of urban parks, the great equalizer of Brooklyn, and one of the premier green spaces in the United States, inviting people from all backgrounds to come as they are and find a sense of peace and belonging.

Prospect Park Alliance (PPA) is the non-profit organization that sustains, restores and advances Brooklyn’s Backyard. In partnership with the City of New York, the Alliance provides critical staff and resources that keep Prospect Park green and vibrant for the diverse communities that call Brooklyn home, and for visitors from other boroughs and beyond. With a staff of ~90 regular and ~40 seasonal staff, an annual budget of ~\$18M, and a ~\$30M endowment, the Alliance [cares for the natural areas; restores the Park’s buildings and landscapes](#) and [provides free or low-cost volunteer, education, and recreation programs](#).

The Alliance will soon complete a \$100M campaign that has raised critical funds for the park’s infrastructure, endowment, and general operations. The 2024-2029 strategic plan – crafted under the leadership of Morgan Monaco, the Alliance’s first Black president – embodies the organization’s visionary role in a post-pandemic world, amplifying its capacity to enrich neighboring communities, unlock new avenues to ensure the financial future of the park, and strategically prioritize resources to meet ever-evolving needs.

POSITION

The chief advancement officer is a key member of the senior leadership team and the strategic architect of PPA’s fundraising efforts. Working in partnership with the president and board of directors, the CAO is responsible for providing an inspiring vision for the Alliance’s overall fundraising strategy, strengthening and expanding donor engagement, driving long-term financial sustainability, and fostering a culture of philanthropy across the institution. The CAO will lead a high-performing team of fundraising professionals—growing from six to seven with the addition of a major gift officer— and will cultivate a culture of excellence, drive strategic revenue growth, and build a resilient, sustainable, integrated development enterprise.

The ideal candidate is a dynamic frontline fundraiser with a proven track record of securing major gifts from individuals, foundations, and corporations and leading successful campaigns; a strategic leader who is energized to elevate the Alliance’s fundraising goals in light of an ambitious strategic plan; and an inspirational communicator who can galvanize board members, donors, and the Prospect Park community; effectively express the need for funding above what the City provides; and build awareness and inspire philanthropic support for the park’s care, programs, and future growth.

RESPONSIBILITIES

Strategic Fundraising

- Lead and implement a best-in-class fundraising strategy that aligns with PPA’s strategic plan, strengthens its philanthropic pipeline and ensures financial sustainability.
- Partner with leadership to close out a comprehensive \$100M campaign, ending in 2027, engaging key stakeholders in transformational giving opportunities.

- Develop a clear, long-term vision for development, ensuring that fundraising efforts prioritize relationship-building and align with PPA's mission and its unique role in sustaining "Brooklyn's Backyard."
- Establish performance metrics and ambitious annual revenue goals for the fundraising department, monitor results and fundraising trends, and use that information to adjust course nimbly.
- Encourage cross-departmental collaboration, ensuring alignment between development, programming, marketing, communications, and operations to maximize fundraising success and institutional impact.

Board and Donor Engagement

- Serve as a key ambassador for the Alliance and build authentic relationships with the board and broader donor community, ensuring that all staff engaged in fundraising have the training and support necessary to appropriately identify, cultivate, solicit, and steward PPA contributors.
- Support the board and president in cultivating donor relationships and securing funding for various initiatives.
- Attend evening/weekend programs as needed to engage with current and prospective donors.

Team Leadership

- Lead, manage, and inspire a growing team of development and membership professionals, currently six staff members expanding to seven with the addition of a major gift officer. Ensure their activities are aligned with overall departmental and organizational goals.
- Evolve the department's structure and ways of working as needed to reach ambitious goals.
- Intentionally build the skills and abilities of the development team in key areas; ensure they have the tools, training, support and professional development to be effective in their roles; and foster a culture of collaboration so that each area of fundraising amplifies and leverages the work of others on the team.
- Ensure the proper technology, systems, and processes are in place to support development activities.

QUALIFICATIONS

Experience

- 10+ years of fundraising experience with a track record of personal fundraising success.
- Proven experience successfully leading development teams raising funds from a variety of sources.
- Experience personally securing transformative major gifts from individual and institutional donors.
- Experience with Brooklyn- or New York City-based foundations, major donors, and nonprofit cultural, environmental or place-based institutions is highly preferred; familiarity with the local landscape and dynamics is key to success in this role.
- A valid NYS driver's license.

Personal Attributes

- A natural relationship-builder who can galvanize board members, donors, and staff around the Alliance's mission and fundraising goals.
- A goal-oriented, can-do attitude, with a commitment to developing and mentoring teams — building a culture of trust, collaboration, and high performance.
- Strategic thinker with strong development operations experience, ensuring best-in-class systems and long-term fundraising sustainability.
- A creative approach to problem-solving and an entrepreneurial and strategic mindset, with the skills and experience necessary to build upon existing systems and create new ones as needed to broaden and improve the development function.
- A strong commitment to furthering diversity, equity, inclusion, and belonging in all forms.
- Superior interpersonal skills and a high level of self-awareness, with a proven ability to successfully engage with a variety of audiences.
- Passion for parks and their role in city life; a commitment to environmental resilience and sustainability.

COMPENSATION

- Anticipated salary range of \$200K to \$250K. To be considered for the top end of the range, candidates must be able to demonstrate experience and success in all aspects of the job.
- A competitive benefits program, including medical, dental, and vision insurance; 403(b) plan; Flexible Spending Accounts; Life Insurance; Long Term Disability; PTO; flexible work schedule and discounts on park concessions and activities.

Frequently cited statistics show that women and people from underrepresented groups apply to jobs only if they think they meet 100% of the criteria. If you meet many but not all the criteria and feel you may be a good fit for the role, Prospect Park Alliance encourages you to apply.

Prospect Park Alliance is an Equal Opportunity Employer and does not discriminate on the basis of age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. Prospect Park Alliance will provide reasonable accommodations for qualified individuals with disabilities.