

LEADERSHIP PROFILE



VP/Chief Development and Marketing Officer (CDO) Piedmont Park Conservancy (PPC)

“An iconic Park for all neighborhoods of Metro Atlanta.”

Piedmont Park Conservancy Vision 2023

A UNIQUE OPPORTUNITY

Piedmont Park is the green, beating heart of Atlanta. The historic, nearly 200-acre Park welcomes over four million visitors a year from all walks of life. Piedmont Park is neighbors with the Atlanta Botanical Garden and the Atlanta BeltLine runs along its entire eastern border.



The Park is a regional asset and a vibrant part of the midtown community and economy. Its abundant natural beauty includes woods, creeks, rivers and walking paths. The Park offers dog parks, a pool, tennis courts, children’s playgrounds, vast playing fields and countless events, festivals, recreational and educational activities.

Founded in 1989, Piedmont Park Conservancy (PPC) works in partnership with the City of Atlanta to enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational resource that enriches the quality of life for all Atlantans. PPC seeks to provide unique, inspiring and uplifting Park experiences and programs that nurture health and well-being.

This is a time of promise and inflection for the Conservancy. As the \$4 million organization increases its offerings and scope, PPC aspires to achieve and fund next-level growth and impact. It plans to add new assets and programming, create new green space, enhance BeltLine integration and expand its resources and community of support.

The newly-envisioned role of Vice President/Chief Development and Marketing Officer (CDO) is vital to this vision.



The CDO has a breakthrough mandate: to position the Conservancy for its next level of growth, visibility and impact.

To facilitate this progress, the Piedmont Park Conservancy has restructured the CDO role. The CDO will lead a unified team incorporating Development, Special Events and Marketing/Communications/PR. The team will take a holistic approach to increasing resources, visibility and organizational support.

The development, marketing and events team is charged with deepening, diversifying and broadening PPC relationships, visibility and resources. The CDO and 7-member team will partner with the CEO and Board, collaborating with the senior management team and across the Conservancy's staff of 29.

The Conservancy is a public/private partner of the City of Atlanta, working collaboratively under a formal, codified agreement. As a small nonprofit, PPC embraces bold initiatives and leverages its limited resources to address the unlimited potential and opportunities of Piedmont Park. Conservancy volunteers, members, donors, corporate and foundation partners are essential to advancing the Park and PPC's capacity to have influence and create impact.



THE ORGANIZATION

The Piedmont Park Conservancy (PPC) is a nonprofit organization that works with the City of Atlanta to enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational amenity that enriches the quality of life for all Atlanta residents. PPC is funded by members, donors, partners, facilities rentals and events such as weddings and corporate outings. It receives limited financial support from the city.

As it cares for, protects and preserves this historic and iconic Park, the Conservancy aspires to provide a delightful and unique experience for each visitor. PPC supports and delivers a wide range of programs including environmental camps, fitness programs, a Green Market, cultural performances, gardening and Park tours as well as Park-wide recycling. A significant expansion will add new greenspace through a multi-year initiative extending the northern edges of the Park.

In its Vision 2023 plan, the Piedmont Park Conservancy prioritizes five areas as it advances its aspiration to become an iconic Park for all neighborhoods of Metro Atlanta:

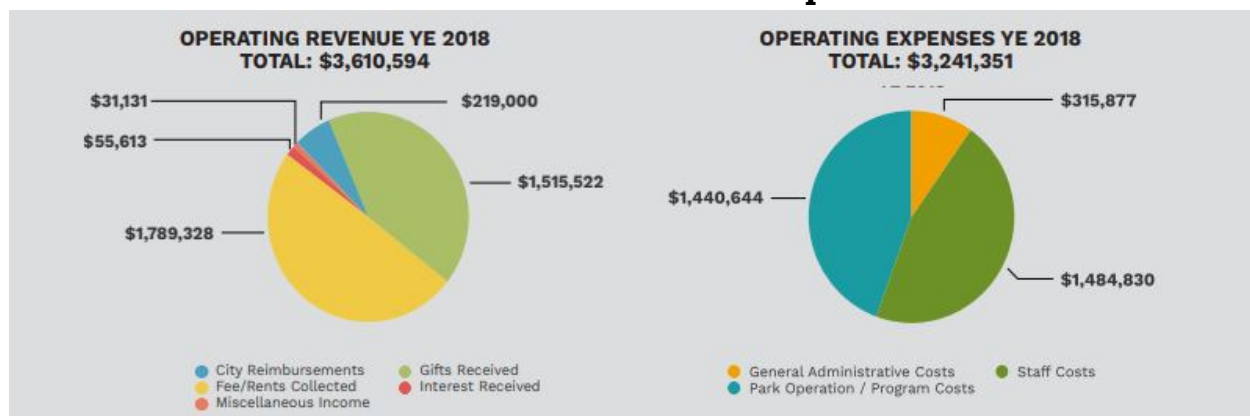
1. Ensure a safe, clean, green and accessible Park for all.
2. Drive Park expansion and BeltLine integration.
3. Build a wide and diverse range of activities and facilities accessible for all.
4. Grow an engaged and active community of supporters, neighbors, users and stakeholders.
5. Deliver strong Board governance and operational excellence.



The Conservancy is poised for next-level growth, with talented staff and an engaged Board of Directors. The Conservancy attracts thousands of volunteers who provide valuable support, including beautification, education, and conservation. Volunteers contribute financial support and hands-on service. In addition to program-based volunteering, there are volunteer organizations including The Olmsted Society for donors, informal Pull for Piedmont Park cleanup groups, gardening and other volunteer activities.

Piedmont Park Conservancy raised \$3.6 million in 2018, and almost \$4 million in 2019. Close to half of resources raised are in philanthropic support. Programs and rentals accounted for about 25% of revenues each. Increasing philanthropic support is mission-critical as PPC seeks to elevate its impact and expand its footprint.

PPC 2018 Revenues and Expenses



For more about Piedmont Park Conservancy, go to www.piedmontpark.org.

THE VP/CHIEF DEVELOPMENT OFFICER MANDATE



The VP/CDO has a breakthrough opportunity: to take a fresh, holistic view of the Piedmont Park Conservancy and its potential, and to develop the plans, ideas and team to take resources, visibility and mission impact to the next level of success.

The CDO will be a strategic, proven leader of revenue generation, relationships and marketing. The CDO will be a trusted partner and source of ideas and direction for the CEO, the PPC team and the Board. The CDO will have authentic passion for Piedmont Park and the potential of the Conservancy and its impact on the community.

As a member of the PPC senior leadership team, the CDO will plan and organize, coalesce and lead the teams responsible for fundraising, marketing, communications and special events. The CDO will serve as staff liaison to various PPC Board and volunteer committees. The CDO will:

- 1. Lead and grow support and market presence.** The CDO will have vision, experience and proven expertise across a comprehensive spectrum of fundraising and marketing programs. The CDO will be a source of inspiration, innovation and bold ideas, with a track record of building teams and achieving results. The CDO will have a personal commitment to investing the time and effort essential to impacting PPC's growth and mission accomplishment.
- 2. Lead planning, priority-setting and implementation.** The CDO will be a hands-on leader, doer and multi-tasker who thrives in a fast-paced, customer-centered environment. The CDO will be a strategist with knowledge of best practices and the ability to analyze results, leverage data and apply lessons learned. The CDO will align the team around shared vision, goals and priorities, and will engage the Board, CEO and other colleagues as partners in achieving new successes.
- 3. Be a frontline fundraiser and relationship builder.** The CDO will be a dynamic, experienced relationship builder with Board members, partners,



donors, community leaders and volunteers. The CDO will develop cultivation, solicitation and implementation strategies for independent and partnered meetings with prospects and donors. The CDO will have broad experience, especially with major individual, corporate and foundation gifts and capital campaigns.

4. **Contribute to a positive, high performing culture.** The CDO will be a great listener, communicator and source of cohesion and inspiration. Within the development, marketing and event teams, and across the broader PPC organization, the CDO will be a force for shared vision and collaborative relationships that enhance accountability and performance.
5. **Manage people and the business.** The CDO will be an outstanding manager of people, process, infrastructure, budgets and growth. The CDO will hire, encourage and retain diverse, exceptional talent, and will inspire and mentor a high-achieving team. The CDO will understand the fiscal and business complexities of a multi-faceted department and organization. Over time, the CDO will develop a sustainable fundraising and marketing model for PPC capable of adapting and producing successes over the arc of time.

PERSONAL ASSETS

The ideal candidate is an extraordinary professional with proven results in leadership, management and growth. The CDO will have authentic passion for Piedmont Park and the PPC mission. Personal assets will include:

- A magnetic, engaging and positive personality.
- A passion for bold ideas, innovation and big challenges.
- Ability to lead, prioritize and drive results.
- Self-confidence coupled with humility – “all about the mission.”
- A positive influence for promoting diversity and inclusion.
- High energy and desire to roll up the sleeves and make things happen.
- Adaptability, creativity and resourcefulness.
- Affinity for a fast-paced, multi-task and multi-stakeholder environment.
- Ability to build shared vision and a collaborative team.
- Commitment to continued professional growth and development.
- Experience in the Atlanta market and familiarity with Atlanta leaders and funders is ideal.

THE RELATIONSHIPS

The CDO reports to the President/CEO and is part of the senior management team, working closely with the Board of Directors. The CDO will manage a team comprised of Development, Special Events and Marketing/Communication/PR professionals including: a Development Director (to be hired), the Donor Services & Membership Manager, and a Database & Grants Manager (to be hired); the Director of Special Events; and the Director of Marketing/Communications/PR and associate.

Primary relationships within PPC are with members of the senior management team, including the COO, CFO and finance staff and colleagues in Programing, Facility Rentals and Operations.

THE LOCATION

Piedmont Park Conservancy offices are located on the grounds of Piedmont Park in midtown. The Metro Atlanta area is home to over five million residents, the world's busiest airport, the Centers for Disease Control and Prevention, major educational and nonprofit institutions and Fortune 500 corporations including The Coca-Cola Company, Georgia-Pacific and The Home Depot.



**The search for VP/CDO of the Piedmont Park Conservancy
is being conducted by BoardWalk Consulting.
For potential consideration or to suggest a prospect,
please email appropriate materials to
PPC@BoardWalkConsulting.com
or call Kathy Bremer or Patti Kish at (404) 262-7392**

