

**ORGANIZATION:** Prospect Park Alliance  
**POSITION:** President & Park Administrator  
**REPORTS TO:** Board of Directors & NYC Parks Commissioner  
**LOCATION:** Brooklyn, NY  
**INFORMATION:** [Website](#); [2021 Year in Review](#)  
**TO APPLY:** Please send cover letter and resume as one PDF to [PPAPresident@pbrsearch.com](mailto:PPAPresident@pbrsearch.com) with title format “Last Name First Name – Letter Resume.”

## BACKGROUND

Designed by Frederick Law Olmsted and Calvert Vaux in the mid-19<sup>th</sup> century, Prospect Park is Brooklyn’s flagship park, welcoming more than 10 million visitors each year. Working in partnership with the City of New York, Prospect Park Alliance (the Alliance) is the non-profit organization that sustains “Brooklyn’s Backyard”. The Alliance was founded in 1987 to help restore the Park after a long period of deterioration and decline. Today, Prospect Park is an international model for the care of urban parks, and one of the premier green spaces in the United States.

The Alliance provides critical staff and resources that keep the Park a green, vibrant space for the diverse communities that call Brooklyn home, as well as for visitors from other boroughs and beyond. Working in close collaboration with the NYC Parks Department, the Alliance cares for the woodlands and natural areas; restores the Park’s buildings and landscapes; creates innovative Park destinations; and provides free or low-cost volunteer, education, and recreation programs. Sustaining and building on this public-private partnership with the Parks Department is critical to ensuring that Prospect Park will thrive for years to come.

Significant structures and destinations inside the 585-acre park include the Carousel, the LeFrak Center at Lakeside, the Prospect Park Audubon Center, and the Tennis Center. In 2020, the Alliance launched a seven-year, \$100M campaign to raise funds for capital projects, the endowment, and general operating support, and has raised \$56M to date. The Alliance currently employs approximately 80 regular and up to 40 seasonal staff, operates on an annual budget of \$12 million, and has a \$30M endowment.



## POSITION

This is an exciting moment of transition for the Alliance. The next President & Park Administrator will inherit a thriving organization that is well positioned to realize big dreams. The new leader of the Alliance will have the opportunity to articulate a compelling, holistic vision for the park; work with invested stakeholders in city government, on the board, on the staff, and in the community to make that vision a reality; and embrace the challenge of navigating the nuances and complexities of leading an organization that serves a wide array of people who use the park in a nearly endless variety of ways. The talent of the team is considerable; the city is an engaged partner; the volunteers, board members, and donors are committed; and the community embraces the park as a vital urban oasis. The moment is ripe for the next leader to harness the substantial assets currently in place and develop a bold vision for how the park can be an even more inclusive, accessible, beautiful green space for *all* Brooklynites.

## RESPONSIBILITIES

### Strategic Leadership

- Be the primary advocate and champion for Prospect Park as a vibrant green space that plays an essential role in the community's health and quality of life and is accessible to the broadest possible audience.
- Work with the board and staff to further develop and advance the organization's strategic plan. Effectively communicate the goals of the strategic plan both internally and externally so that all stakeholders – from board members and partners in city government to major donors and staff – understand their roles and responsibilities in making the plan a reality.
- Build upon and continue to realize the Alliance's Diversity, Equity, and Inclusion (DEI) plan, so that the Alliance fulfills its vision of being an organization with a diverse staff and inclusive work culture and of Prospect Park as a welcoming and safe space for all its neighbors.
- Engage the appropriate team members to institute and/or evaluate current processes, procedures, and systems to ensure the Alliance is maximizing its business and operational efficiency while delivering an excellent visitor experience. This includes analyzing earned income opportunities, sponsorships, membership, and building the endowment.

### Fundraising and External Relations

- Be the organization's primary fundraiser, working closely with the board and staff to successfully complete the organization's \$100M fundraising campaign by raising support from individuals, foundations, corporations, and government sources.
- Be the face and voice of the Alliance, working actively to elevate its profile, promote and publicize its programming, and expand appreciation for its mission.
- Strengthen and sustain the Alliance's relationships with a variety of partners, including key elected officials, community and programming partners, and collaborators at the NYC Department of Parks and Recreation.
- With warmth and emotional intelligence, become a valued and visible member of the Brooklyn and broader communities, with the ability to engage with people from a wide array of backgrounds, including staff at all levels, park users, volunteers, funders, business leaders, city employees, and elected officials.
- Attend conferences, give talks, and represent the Alliance externally in order to further the mission.

### Staff Leadership

- Lead and manage a strong, capable senior leadership team and staff so they are inspired to do exceptional work; be a positive and accessible presence to all who work in Prospect Park.
- Ensure staff members understand how their specific roles contribute to the overarching mission and purpose of the organization.
- Set and model high standards for professionalism, work product, and collegiality, and hold people responsible for maintaining them; support staff in their careers, ensuring people have opportunities for professional development that enhance their growth and their work.

### Financial and Operational Leadership

- Ensure that Prospect Park maintains its grounds and buildings at a high level of excellence, including anticipating long-term capital needs while ensuring financial sustainability.
- Be responsible for fiscal management, ensuring that the Alliance operates within budget, maximizes resource utilization, and maintains a positive financial position.
- Continue to codify organizational policies and procedures, with the goal of increasing clarity, efficiency, and fairness across the organization.

## QUALIFICATIONS

The ideal candidate will be a seasoned, creative, visionary leader with a passion for the Alliance's mission and for advancing Prospect Park as a vital resource to the Brooklyn community. Specifically, the President & Park Administrator will have:

## Experience

- Extensive experience fundraising with the ability to cultivate relationships and to close contributions from all revenue sources.
- At least fifteen years of executive management experience in positions with significant external and internal responsibilities, and a track record of motivating results-oriented teams and taking an organization through its next stage of growth.
- Experience working with a board of trustees, with the ability to expand existing and develop new board member relationships.
- Experience partnering with city agencies, elected officials, and other government experience is a plus.
- Experience leading a park, garden, environmental organization, or prominent public space strongly preferred. Current or prior residency in New York City ideal.
- A bachelor's degree is required; an advanced degree in a relevant field is a plus.

## Personal Attributes

- A deep, demonstrated passion for parks and their role in city life; a commitment to environmental resilience and sustainability.
- Superior managerial and interpersonal skills, and experience leading a highly capable staff in ways that emphasize collaboration and teamwork.
- The ability to be a strategic and inspirational leader for staff, board members, and the community.
- Strong business sense and financial acumen.
- Emotional intelligence, a winning personality, and a natural ability to navigate and engage with diverse audiences including staff, board, funders, supporters, government officials, organizational partners, visitors to the park, and community stakeholders.
- Strong written and verbal communication skills; a persuasive and passionate communication style.

## COMPENSATION

- Minimum salary \$300K; commensurate with experience
- A competitive benefit program, including medical, dental, and vision insurance; 403(b) plan; Flexible Spending Accounts; Life Insurance; Long Term Disability; PTO; and discounts on park concessions and activities.

## THE ALLIANCE'S COMMITMENT TO DIVERSITY, EQUITY & INCLUSION

***"Diversity Makes Us Stronger Together"** – Prospect Park Alliance serves park users of all socio-economic and cultural backgrounds and strives to reflect this diversity throughout its operations and in its leadership, staff, stakeholders and supporters. The organization embraces an equitable and inclusive workplace built on mutual respect and the appreciation of difference and a work environment where employees feel safe to express themselves, voice their opinions and work together to find common ground and solutions.*

***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.***

## EQUAL EMPLOYMENT OPPORTUNITY

*Integral to the Alliance's commitment to DEI is also its longstanding commitment to provide equal employment opportunity for all employees and applicants for employment. The Alliance **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, military status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies.***