

ORGANIZATION: Central Park Conservancy
POSITION: Senior Major Gifts Officer, Individual Giving
REPORTS TO: Vice President for Philanthropy
LOCATION: New York, NY
INFORMATION: [Website](#)
TO APPLY: Please send cover letter and resume as one PDF to CentralParkSMGO@pbrsearch.com with title format "Last Name First Name – Letter Resume."

BACKGROUND

Central Park is one of the most famous and beloved urban public spaces in the world. Designed by Frederick Law Olmsted and Calvert Vaux in 1857, the 843-acre park was the first purpose-built public park in the country and is a National Historic Landmark. The Central Park Conservancy, a private not-for-profit organization, was founded in 1980 to rescue the Park which had fallen into serious disrepair. Since that time, the Conservancy has overseen the investment of approximately \$1 billion in the restoration of the Park, and now hosts over 40 million visitors a year.

The Conservancy's mission is to preserve and celebrate Central Park as a sanctuary from urban life. The City of New York has formally entrusted the care of the Park to the Conservancy which is responsible for every aspect of its care, including landscape maintenance, capital improvements, and the visitor experience. Committed to sharing the best practices in urban park management, the Conservancy also serves as a resource for other NYC parks and for public-private partnerships around the world. The Conservancy employs roughly 325 people and has an operating budget of \$80 million.

The Conservancy recently completed a seven-year plan, *Central Park Conservancy, A Plan for the Stewardship of Central Park: 2020-2027*, which outlines ongoing capital investments in Central Park.

POSITION

The Senior Major Gifts Officer will identify, cultivate, and solicit major gift prospects with the capacity to make 7- and 8-figure campaign leadership gifts and annual gifts of \$25,000-\$100,000. Reporting to the Vice President for Philanthropy, the Senior Major Gifts Officer will manage and build relationships with existing donors and known prospects and identify new prospects to increase annual support and raise funds for the endowment, capital projects, and new operating initiatives through the Conservancy's new \$420 million FOR ALL campaign.

As a key member of the Philanthropy Team, the Senior Major Gifts Officer will collaborate with team members and individuals across the organization to advance relationships with donors and ensure each donor is actively engaged with the Conservancy.

RESPONSIBILITIES

- Maintain a portfolio of 150-200 individuals capable of 7- and 8-figure multi-year campaign pledges.
- As a key, senior front-line fundraiser, manage relationships with prospects and donors to increase annual giving with a strong focus on annual gifts of \$25,000 – \$100,000.
- Identify, qualify, and cultivate new prospects, including new planned gift prospects.
- Conduct 60 to 75 in-person meetings annually to cultivate and solicit prospects, close gifts, and steward donors.
- Attend cultivation and stewardship events with a goal of deepening relationships with prospects.
- Work collaboratively with staff across the organization to advance the goals of the development department and the Central Park Conservancy.
- Write major gift proposals and presentations as needed.

- Correspond with major donors and prospects electronically, through letters, and over the phone.
- Serve as a compelling, energetic, and professional representative of the Central Park Conservancy.
- Work with the Prospect Research team to continue shaping the portfolio to achieve maximum results.
- Log contact with donors in Raiser's Edge in a timely and accurate manner, maintaining donor records and ensuring database is correct and up to date.

REQUIRED QUALIFICATIONS AND CHARACTERISTICS

- Proven track record of personally soliciting and closing 5-figure gifts.
- Strong knowledge of New York City's philanthropic community, an ability to connect with donors and to clearly communicate the Conservancy's mission.
- Goal oriented, ability to work in a fast-paced, team environment, carry out projects independently, manage multiple deadlines, and take initiative.
- 7+ years' fundraising experience.
- Superior written and verbal communication skills.
- Experience with Raiser's Edge or a similar fundraising database.
- Proficient in Microsoft Office Suite including Excel, Word, PowerPoint.
- Enthusiasm and passion for Central Park and the mission of the Conservancy.
- Bachelor's degree required; advanced degree preferred.

COMPENSATION

- Salary range \$150K - \$180K, commensurate with experience
- Generous PTO and sick leave, health, and commuter benefits
- 403(b): 5% company match

Diversity, Equity, and Inclusion:

The Central Park Conservancy's work is guided by the belief that Central Park, and all public parks, must be managed and actively protected as an inclusive and democratic space for all. Working closely with its New York City partners, the Conservancy strives towards creating and sustaining a sense of belonging for all visitors and advocating for equitable and accessible public use of the Park. In service of this belief, the Conservancy is committed to fostering a workforce and organizational culture that is as diverse as Central Park itself and the dynamic city it serves.