

## **MADISON PARKS FOUNDATION COORDINATOR**

### CLASS DESCRIPTION

#### General Responsibilities:

RESIDENCY IN DANE COUNTY IS REQUIRED FOR THIS POSITION.

This is responsible, professional and administrative work within the Parks Division/Community Services Section. The position will plan, direct and coordinate all assigned programs/special events, and solicit in-kind and monetary sponsorships and fundraise for unrestricted and capital projects and goals. Work includes extensive public contact and is performed with a high degree of independence. The position will report directly to the Parks Superintendent and has reporting and coordinating responsibilities to the Madison Parks Foundation (MPF).

#### Examples of Duties and Responsibilities:

Engage in fund raising and sponsorship development activities on behalf of the Parks Division and the MPF. Coordinate donor development, including cultivating, nurturing, and growing the network of committed members, donors, and sponsorship partnerships. Identify, research, and rate prospective businesses as event sponsors. Develop and make customized solicitations to potential event sponsors. Coordinate the annual giving campaign for the MPF. Coordinate the membership program. Coordinate special events and use them as sponsorship and fundraising opportunities. Coordinate sponsorship partnerships for facilities, events, programs, and marketing materials. Coordinate the legacy/tribute and bequest giving and memorial tree and naming rights programs. Coordinate and work with individuals, groups, and neighborhoods on funding solicitation for capital campaigns for specific park projects.

Prepare materials and reports on events and sponsorship participation to be used to evaluate the achievement of marketing and sponsorship goals. Create and maintain a donor database. Maintain related research, recordkeeping and reports as necessary.

Coordinate the day to day activities of the MPF. Collaborate with the MPF Board and Parks Superintendent to assist in the financial operations of the MPF, including: creating and managing annual budgets, monitoring actual financial performance relative to investments and budgets, coordinating and monitoring cash flows and providing required reports to the MPF Board and Madison Parks Division. In coordination with the MPF President and Parks Superintendent, coordinate the MPF meeting agenda and its distribution to MPF Board members. Develop new policies and procedures as necessary, particularly those that relate to sponsorship solicitation, giving, and donor relations. Coordinate and manage a donor recognition program. Research, apply for, and coordinate grants. Coordinate MPF website content, event promotion, and marketing with the Parks Community Relations Coordinator.

Oversee and participate in special events on behalf of the Parks Division and MPF. Coordinate the development of annual special events, goals and budgets. Coordinate the effort to solicit event sponsorships; in-kind and monetary. Coordinate event promotion and marketing with Parks Community Relations Coordinator. Coordinate volunteer needs with the Parks Recreation Services Coordinator.

Perform related work as assigned.

## QUALIFICATIONS

### Knowledge, Skills and Abilities:

Thorough knowledge of the relevant principles, practices, and techniques of fundraising, including the solicitation of major contributions. Thorough knowledge of business administration theories, practices, procedures and techniques pertinent to fundraising, sponsorship development and to recreation and parks administration. Knowledge of the parameters to analyze and evaluate events with the goal of increased revenues and friends/supporters for each event. Knowledge of and experience with non-profit financial reporting, recordkeeping and accounting. Ability to develop and present persuasive sales presentations and close sales. Ability to respond to the needs of potential customers, and develop related recommendations as required. Ability to communicate effectively, both in writing and orally, including speaking before large and small groups, and making "cold" calls. Ability to organize and prioritize work and to meet deadlines with good attention to detail. Ability to prepare letters, memorandums, and meaningful and concise reports. Ability to carry out administrative details efficiently and independently. Ability to establish and maintain cooperative and effective working relationships with clients, potential clients, patrons, the Madison Parks Foundation, employees, managers, community groups and representatives, vendors and the general public. Ability to use computer applications as they relate to contact management and related recordkeeping and reporting activities. Ability to maintain adequate attendance.

### Training and Experience:

Generally, positions in this classification will require:

Three years of directly related professional experience in the area of fund raising, including developing relationships with sponsors and clients. Such experience must have included or been supplemented by leadership responsibilities. Such experience will normally be gained after graduation from college with a degree in Business, Public Administration, Marketing, Parks/Recreation Administration, Public Relations, Not For Profit Management, Philanthropy, or a related field. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills, and abilities necessary to perform the duties of these positions will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

Physical Requirements

The incumbent in this position must be able to attend meetings outside regular work hours, including evenings and weekends. The incumbent must also be able to travel to businesses in order to give presentations and secure sponsorship agreements. Finally, the incumbent must be able to attend Parks special events.

<b>Department/Division</b>	<b>Comp. Group</b>	<b>Range</b>
Parks	18	08

Approved: \_\_\_\_\_  
Brad Wirtz  
Human Resources Director

Date