

## CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Work Phone:

2. Class Title (i.e. payroll title):

Madison Parks Foundation Coordinator

3. Working Title (if any):

Madison Parks Foundation Executive Director

4. Name & Class of First-Line Supervisor:

Kevin Briski—Parks Superintendent

Work Phone:

5. Department, Division & Section:

Parks Division

6. Work Address:

7. Hours/Week:

Start time:            End time:

8. Date of hire in this position:

9. From approximately what date has employee performed the work currently assigned:

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10. Position Summary:

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. This position requires a flexible schedule to accommodate evening and weekend events as needed.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

- 70%    A.    Engage in fund raising and sponsorship development activities on behalf of the Parks Division and the MPF.
1.    Coordinate donor development, including cultivating, nurturing, and growing the network of committed members, donors, and sponsorship partnerships.

2. Identify, research, and rate prospective businesses as event sponsors.
  3. Develop and make customized solicitations to potential event sponsors.
  4. Coordinate the annual giving campaign for the MPF.
  5. Coordinate the membership program.
  6. Coordinate special events and use them as sponsorship and fundraising opportunities.
  7. Coordinate sponsorship partnerships for facilities, events, programs, and marketing materials.
  8. Coordinate the legacy/tribute and bequest giving and memorial tree and naming rights programs.
  9. Coordinate and work with individuals, groups, and neighborhoods on funding solicitation for capital campaigns for specific park projects.
  10. Create and maintain a donor database.
  11. Prepare materials and reports on events and sponsorship participation to be used to evaluate the achievement of marketing and sponsorship goals.
  12. Maintain related research, recordkeeping and reports as necessary.
- 20% B. Coordinate the day to day activities of the Madison Parks Foundation (MPF).
1. In collaboration with the MPF Board and Parks Superintendent, 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.
  2. In coordination with the MPF President and Parks Superintendent, coordinate the MPF meeting agenda and its distribution to MPF Board members.
  3. Develop new policies and procedures as necessary, particularly those that relate to sponsorship solicitation, giving, and donor relations.
  4. Coordinate and manage a donor recognition program.
  5. Research, apply for, and coordinate grants.
  6. Coordinate MPF website content, event promotion, and marketing with the Parks Community Relations Coordinator.
- 10% C. Oversee and participate in special events on behalf of the Parks Division and MPF.
1. Coordinate the development of annual special events, goals and budgets.
  2. Coordinate the effort to solicit event sponsorships; in – kind and monetary.
  3. Coordinate event promotion and marketing with Parks Community Relations Coordinator.
  4. Coordinate volunteer needs with the Parks Recreation Services Coordinator.
  5. Events include: Rubber Ducky River Race, Ice Cream Social, Volunteer Recognition Night, and others to be determined.
  6. Perform related work as required.

12. Primary knowledge, skills and abilities required:

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 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 generate public. Ability to use computer applications as they relate to contact management and related recordkeeping and reporting activities. Ability to maintain adequate attendance.

13. Special tools and equipment required:

14. Required licenses and/or registration:

15. Physical requirements:

Ability to attend events and meetings during evenings, weekends, and holidays as required. Ability to visit businesses and potential partners to develop relationships.

16. Supervision received (level and type):

17. Leadership Responsibilities:

This position:  is responsible for supervisory activities (Supervisory Analysis Form attached).  
 has no leadership responsibility.  
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

I prepared this form and believe that it accurately describes my position.  
 I have been provided with this description of my assignment by my supervisor.  
 Other comments (see attached).

\_\_\_\_\_  
EMPLOYEE

\_\_\_\_\_  
DATE

19. Supervisor Statement:

I have prepared this form and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.  
 I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).  
 I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).  
 Other comments (see attached).

\_\_\_\_\_  
SUPERVISOR

\_\_\_\_\_  
DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.