



L A K E  
P A R K  
F R I E N D S

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## **POSITION DESCRIPTION – EXECUTIVE DIRECTOR OF LAKE PARK FRIENDS**

### **Summary**

Since 1996 Lake Park Friends has pursued its mission to promote the preservation and enjoyment of Lake Park, to sponsor educational, recreational and cultural events in the park, and to raise funds for the restoration and enhancement of the park in the spirit of Frederick Law Olmsted. Although we have raised over \$3 million to improve the Park, our work has been predominantly performed by dedicated volunteers helping with events and Park stewardship with board members performing strategic and organizational tasks. For 18 years, this work has been supported by a part-time administrator, but with a solid financial outlook and a view to greater impact the board has created a new position for the organization's first executive director.

The executive director will be the public face of LPF, responsible and accountable for LPF's operations, and raise funds for projects that support LPF's mission. Working with the board, the ED will develop annual operating budgets that promote annual and long-term goals to ensure LPF's continued financial stability and growth. He/she will lead fundraising and advocacy efforts with individuals, corporations, foundations, and government agencies.

The ED will actively seek out opportunities for partnerships and collaborations with Milwaukee County Parks, non-profit organizations, and volunteer groups.

### **Candidate Profile**

LPF is looking for an experienced not-for-profit executive with proven leadership ability, excellent management skills, and a record of success in marketing, fundraising, community engagement, and collaboration.

The board seeks an individual who has skills in public speaking and presentation, excellent verbal and written communication skills, proven relationship-building skills, and will enthusiastically convey to others a passion for LPF's mission. The ED should also have relevant working knowledge of traditional marketing outlets and social media platforms to connect effectively with park users and supporters. Experience supporting governing boards and providing leadership to volunteers is required. The ED reports to the President of the Board of Directors (or designate). The position requires participation at some evening meetings and occasional weekend events. It is a hybrid position with some office hours required. Skill with office organization, Microsoft Office, Quick Books for Non-Profits, Donor Perfect (or similar donor database), and use of social media platforms is necessary.

**The skills/attributes we list below is a “wish list.” We do not expect candidates to tick all these boxes. We will look for the person who seems most qualified upon hiring and who has the potential to improve his/her leadership skills over time.**

**Key Responsibilities:**

**Development/Public Relations/Marketing**

Research funding sources and submit grant applications for support of programs.

Nurture relationships with LPF current and potential supporters. Participate with Board members in personal solicitations.

Manage member/donor databases and provide reports to the Board, as requested.

Assist Development Committee with organization and implementation of annual appeal.

Work with the Chair of Cirque du Lake Park and the Cirque du Lake Park Committee to organize and facilitate Cirque du Lake Park, LPF’s annual fundraiser. Cultivate a sense of community and enthusiasm by securing sponsorships, coordinating vendors, and ensuring a memorable experience for all attendees.

In collaboration with the Board, implement public relations and marketing activities.

Take a visible leadership role in promoting LPF and serve as an ambassador for LPF at public events.

Work in consultation with the Chair of the Communications Committee to define communications strategy. Direct all public relations for LPF, ensuring a consistent and vibrant narrative that highlights the organization’s impact.

Produce, edit and provide content for the Lion Newsletter, email communications, and other promotional materials.

Oversee the LPF website, ensuring it serves as a dynamic platform for community engagement. Regularly update information on events, activities, and sponsorship opportunities and respond promptly to and respond promptly to inquiries from residents and potential supporters.

## **County Liaison and Park Management/Board and Committee Support**

Develop a strong working partnership with Milwaukee County Parks for effective management of improvement projects and maintenance of the natural areas.

Serve as day-to-day liaison to Parks Department on small and large projects.

In collaboration with the Board, develop and manage policies, programs, and procedures to guide LPF. Attend Board meetings and submit status reports on operations and projects.

Work with committee chairs to develop strategy and help identify goals and objectives. Support committee efforts to fulfill their objectives.

In collaboration with the Finance Committee, develop and manage budgets for operations and projects.

Work with the booking consultant to manage booking of groups and performance logistics for Musical Mondays and Wonderful Wednesdays.

Provide support and record keeping for the Board.

## **Membership/Volunteer Coordination/Administrative Support**

Work with the Chair of the Membership Committee to recruit new members through membership drives and to renew lapsed members.

Foster robust volunteer programs to maintain the park and support the mission of LPF. Recruit and support new volunteers for the Wednesday Worker program.

Manage member/donor databases and provide reports to the Board, as requested.

Maintain relationship with existing members by preparing various communications, including thank-you notes.

**Salary:** Negotiable, commensurate with experience. This is a 30-hour a week position. Expected range: \$50,000-65,000. Interested candidates should send a cover letter and resumé to [opportunitieslakeparkfriends@gmail.com](mailto:opportunitieslakeparkfriends@gmail.com).