

# The Z Society

POINT DEFIANCE ZOO & AQUARIUM

## Executive Director POSITION PROFILE



### VISION

The Zoo Society engages our community in support of the Point Defiance Zoo & Aquarium's education, conservation, research and preservation efforts in the Pacific Northwest, the Pacific Rim and beyond.



### The Zoo Society is searching for

an outstanding Executive Director to lead the organization in providing philanthropic support for the Point Defiance Zoo and Aquarium (PDZA) and to manage all Zoo Society programs and activities. With dynamic and visionary leadership and an entrepreneurial spirit, the new Executive Director will significantly strengthen the Society's operational excellence and improve awareness, understanding and support of PDZA within the community.

The Zoo Society is a 501(c)3 non-profit fundraising organization whose purpose is to lend financial support to Point Defiance Zoo & Aquarium.



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# About The Zoo Society



## MISSION

To provide and promote financial, volunteer and community support to the Point Defiance Zoo & Aquarium. The Zoo Society supports PDZA in their efforts to promote responsible stewardship of earth's limited resources through education, conservation, research, preservation and recreational opportunities.

## ABOUT

The Zoo Society generates support for the Point Defiance Zoo and Aquarium exhibits, education programs, scientific research, conservation activities, animal husbandry and care, capital projects and resources.

Funds for programs are generated through annual fund gifts, grants, individual donations, corporate sponsorships and fund raising events. Contributions can also be made to the Zoo Society Endowment Fund.

Point Defiance Zoo & Aquarium is the only combined zoo and aquarium in the Pacific Northwest. The 29-acre zoological park was established in 1905, and attracts about 700,000 visitors a year. It is nationally accredited by the Association of Zoos & Aquariums (AZA) and the Alliance of Marine Mammal Parks and Aquariums (AMMPA), which ensure rigorously high standards of animal welfare, veterinary care, conservation, education and more.

The Zoo sits within 700-acre Point Defiance Park, offering spectacular views of Mount Rainier, the Olympic Mountains and Puget Sound. PDZA is operated by Metro Parks Tacoma, the oldest independent park district in Washington.



# THE ZOO SOCIETY'S

## STRENGTHS, FOCUS, & OPPORTUNITIES



### Strengths

- Significant Society financial support for an iconic, award-winning zoo and aquarium that is beloved within the community and recognized nationally
- Extensive history of success with donors and volunteers who are inspired to support animal welfare, species protection, and conservation education and engagement
- Well-connected, passionate, committed Board of Directors
- New Pacific Seas Aquarium provides opportunity to leverage future fundraising



### Initial 18 Month Focus for the Executive Director

- Develop strong, trusting relationships with Board members, staff members, Zoo, Metro Parks and community leaders
- Accomplish a smooth leadership transition with transparency, openness, sensitivity and visibility
- Become engaged in the community as the face of the Zoo Society
- Plan and implement 2019 fundraising plan based on the goals of the Zoo Society Board and the Zoo leadership
- Lead Strategic Plan update with Board, Staff and Stakeholders



### Longer Term Challenges & Opportunities:

- Continue to work in partnership with the Zoo to determine needs and plan for future funding and capital campaigns
- Focus on stewardship of donors
- Maintain and nurture a strong, engaged Board

# THE POSITION



## AUTHORITY & REPORTING

Reporting to and working closely with the Board of Directors, the Executive Director supports the Zoo Society Board in implementing effective fundraising strategies, provides responsible stewardship of Society resources and donors, and inspires passion for the conservation mission of the Zoo. The ED is the chief spokesperson of the Society with ultimate responsibility for day to day management and administration, finance and operations, fundraising and event development within the guidelines established by the Board of Directors.

## WORKING RELATIONSHIPS

The Executive Director is expected to interact with the following on a regular basis. Teamwork and a professional public presence are essential.

- Zoo Society Board of Directors
- Zoo Society Staff and Contractors
- Zoo Staff
- Metro Parks Tacoma Staff
- City and County elected leaders and staff
- Current and future grant funders
- Current and future individual donors
- Media
- Business and community leaders

## DESIRED QUALIFICATIONS

- A bachelor's degree in related field or equivalent experience is preferred
- An advanced degree or CFRE Certification is desired
- A minimum of seven years of progressively more leadership success at a management level is required
- Five to ten years demonstrated success in leading major fundraising initiatives or comparable activities is required
- Use of technology and social media tools in fundraising is required

### Desired experience includes

- Successful management of a significant fund development function, including use of all strategies and tactics in successful fundraising and donor development
- Experience with capital campaigns, public levy and/or bond issue campaigns is desired
- Leading/supporting a non-profit board in fundraising development and engagement
- Financial management; development and management of comparable operating budgets; familiarity with the audit process
- Managing a small organization; building, growth and/or transition of an organization and its programs
- Development and implementation of strategic plans and initiatives
- Work in zoos, aquariums, museums, parks or other similar facilities/organizations

## COMPENSATION & BENEFITS

An excellent compensation and benefit package will be provided for the candidate with the right skills, background and track record.

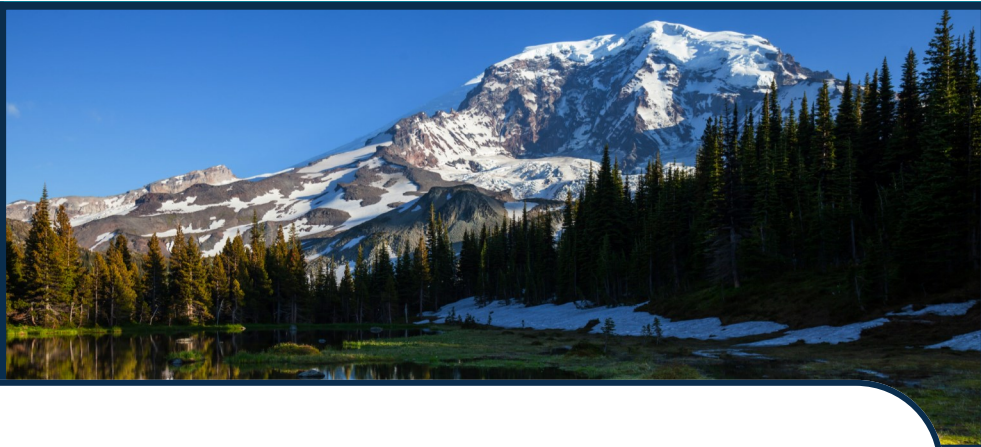


## KEY SKILLS & COMPETENCIES

The ideal candidate will exhibit the following personal talents and attributes:

- Donor development – Understands and employs current development principles and practices, including moves management, gift tracking/processing, technology-based fundraising strategies, direct mail programs, donor relations and data management.
  - Ethics and integrity – Earns the trust, respect and confidence of coworkers, collaborators, donors and community members through consistent honesty, forthrightness and professionalism in all interactions.
  - Relationship-building – Builds constructive working relationships characterized by a high level of acceptance, cooperation and mutual regard; astute in cultivating and managing relationships toward a common goal; values the power of networks; strongly motivated by the chance to work with others, actively seeking out opportunities for teamwork and networking; politically and socially astute.
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- Communications effectiveness – Communicates with a wide vocabulary in a variety of settings to convey clear, persuasive messages that are effective in influencing the thoughts and actions of others; able to effectively present information and respond to questions both privately and to groups.
  - Performance leadership – Creates and nurtures a performance-based culture that develops and supports strategies to accomplish the organizational mission and fundraising goals; well-organized and focused; disciplined and intentional. Includes identifying traditional and non-traditional funding sources that can provide greatest impact to PDZA programs.
  - Positively-focused – Maintains a positive attitude; inspires optimism; enthusiastic, yet not afraid to express doubt on occasion.
  - Adaptability to changing needs/flexibility – Embraces changing business needs and adapts methods to achieve success in a dynamic and uncertain environment; comfortable in transitions.
  - Accountability – Achieves excellent results with little need for oversight; holds self and others accountable for high standards of quality and performance; effective without direct management, yet welcomes some structure and supervision as needed from the board.
  - Numerical Skill – Comfortable communicating complex data to others; capable of understanding financial data and arriving at accurate conclusions.
  - Work Pace – Responds well to time constraints and generally works at a brisk pace.
  - Decisiveness – Balances timeliness and deliberation but is comfortable making quick decisions when necessary.





## LIVING & WORKING IN TACOMA, WA

The Zoo Society and the Point Defiance Zoo & Aquarium are located in beautiful Tacoma, WA. Surrounded by mountains and water, the Pacific Northwest features picture-perfect views and abundant recreational opportunities year-round. Drawing families to its charming neighborhoods with big city amenities, true urbanites are drawn to downtown Tacoma for its living spaces with sweeping mountain, city and water views. Environmentally progressive, tech-savvy, artistic, festive and surrounded by water and stunning mountain views, this unique, vibrant and personality-rich city will delight each of your senses.

Tacoma and the Pierce County area is a great place to live, visit and do business. The area is home to a diverse population of nearly 800,000 people. Whether you're looking for economic opportunity, cultural events or educational excellence, you'll find it—and much more—in Tacoma.

The city is also home to nationally known educational institutions such as the University of Washington Tacoma, the University of Puget Sound, Evergreen State College Tacoma campus, local community and technical colleges, and nearby Pacific Lutheran University. Many globally-recognized organizations are headquartered or have major facilities in the Northwest including: Boeing, Microsoft, Google, Amazon, Facebook, State Farm Insurance, BNY Mellon, Columbia Bank, Key Bank and many others. The entire Tacoma waterfront and Point Defiance Zoo and Aquarium are undeniably highlights to individuals and families living or visiting the area. Just a quick 45-60 minute drive to Seattle will allow you to root on national sports teams such as the Seattle Seahawks, Seattle Mariners Baseball Club, Sounders FC, Seattle Storm WNBA and the Thunderbirds hockey team.

Although the Pacific Northwest is known for its rain, Tacoma actually is far from one of the wettest cities in the United States. Rain jokes aside, Tacoma boasts gorgeous mid-70 to 80 degree summers. Mild winters occasionally see a few days of snow. Within about 45 minutes you can reach the perfect destination for snow and water sports, plus golf, hiking and camping.

For more information on living in Tacoma go to [www.cityoftacoma.org](http://www.cityoftacoma.org).



## TIMING AND APPLICATION

### APPLICATION AND SELECTION PROCESS

Applications received by **5:00 p.m. on February 3, 2019** are assured **full consideration**. It is wise to apply earlier if possible because additional application materials may be sought. It is anticipated that final candidate interviews will be held the week of March 18, 2019 with a decision made shortly thereafter.

**To register as a candidate or view more information, please go to:**

[www.hagelsearch.com/zoosociety](http://www.hagelsearch.com/zoosociety)

All submissions will be acknowledged and will be held in strict confidence. Finalists for the position will be required to participate in a behavioral and critical thinking assessment. These assessments, delivered in two separate sessions, are web-based, take about 45 minutes each, and help match the candidate's traits with the desired traits detailed above. All results are held strictly confidential.

#### Contact Information

For further information please contact: Frank Hagel (253) 572-2439 x304 or Marcia Walker (253) 572-2439 x310. Or email: [frank@hagel.net](mailto:frank@hagel.net) or [marcia@hagel.net](mailto:marcia@hagel.net). DO NOT submit your application to these email addresses.



### EQUAL OPPORTUNITY

PDZS is an equal opportunity employer, who will not tolerate any form of discrimination on the basis of race; age; color; religion; creed; gender; sex; pregnancy; sexual orientation; gender expression and identity; national origin; the physical, sensory, or mental disability or the use of a trained guide dog; marital status, military or veteran status, ancestry, genetic information, or status in any other legally protected group. PDZS will make all employment decisions without regard to an applicant or team member's protected status or any other factor protected from discrimination by state, local, or federal law. PDZS expects each team member to embrace and apply these principals of equal treatment to each other, our customers, vendors, and third parties.