

**HOWE-LEWIS INTERNATIONAL  
POSITION SPECIFICATION**

**POSITION** Associate Vice President, Strategic Partnerships

**ORGANIZATION**

The logo for the New York Botanical Garden (NYBG) is displayed in a large, black, serif font. The letters are bold and closely spaced, with the 'Y' being particularly prominent. The logo is centered within a light purple rectangular background.

**LOCATION** Bronx, NY

**WEBSITE** [nybg.org](http://nybg.org)

**ABOUT NYBG**

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The New York Botanical Garden (NYBG) is an iconic living museum. An oasis in this busy metropolis since its founding in 1891, the Garden is a dynamic, leading New York City cultural institution with an annual operating budget of over \$80M. A National Historic Landmark, the 250-acre site's verdant landscape supports over one million living plants in extensive collections. More than one million annual visitors enjoy the Garden, not only for its remarkable diversity of tropical, temperate, and desert flora but also for programming that ranges from renowned exhibitions in the Enid A. Haupt Conservatory and LuEsther T. Mertz Library to celebrations on Daffodil Hill.

The Garden is also a major educational institution. More than 300,000 people annually—among them Bronx families, schoolchildren, and teachers—learn about plant science, ecology, and healthful eating through NYBG's hands-on, curriculum-based programming.

In addition, NYBG operates one of the world's largest plant research conservation programs, with nearly 100 PhD scientists working in the Garden's state-of-the-art molecular labs as well as in the field, where they lead programs in 49 countries.

More information on NYBG can be found at [nybg.org](http://nybg.org).

## **THE OPPORTUNITY**

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This is a highly visible role and an opportunity to serve as a key ambassador for NYBG to the corporate community.

The Associate Vice President, Strategic Partnerships will join a dynamic, committed, and talented team and will serve as a strategic partner to the Chief Advancement Officer and other executive and programmatic leadership involved in the Garden's fundraising initiatives.

The individual in this role will have the support and mandate to build upon, reimagine and expand the Garden's current corporate programs and to identify and pursue innovative strategies and approaches to increase corporate engagement including sponsorships, partnerships, program underwriting and events, and corporate memberships.

## **FUNDING:**

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NYBG has an annual operating budget of approximately \$82 million and an endowment with a market value of approximately \$300 million. The Garden's 125<sup>th</sup> Anniversary Campaign (2016-2021) has generated \$162 million to date toward a goal of \$230 million.

On an annual basis, the Advancement program generates \$25-35 million from philanthropic sources. Of this, \$12 million is in annual operating funding, including special events. In 2018, corporate support totaled \$3 million.

## **REPORTING RELATIONSHIPS:**

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Reporting to the Chief Advancement Officer, the Associate Vice President, Strategic Partnerships leads a team that includes two Directors of Corporate Relations, Manager of Corporate Relations, Manager of Corporate Partnerships, and Manager of Strategic Partnerships.

The Associate Vice President works closely with the Chief Advancement Officer and other advancement colleagues (particularly in special events) and also interacts on a regular basis across all levels and departments, establishing particularly collaborative relationships with the program, scientific, and education teams.

## **SPECIFIC RESPONSIBILITIES:**

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The Associate Vice President, Strategic Partnerships will be expected to:

### **Strategy/Leadership**

- Identify and pursue opportunities to leverage NYBG's extraordinary resources to increase corporate engagement.
- Design and lead an innovative plan to expand and enrich NYBG's corporate relationships.
- Serve as a front-line fundraiser; actively manage a portfolio of current and prospective donors/partners.
- Function as a key resource for corporate membership, partnerships, and sponsorships institution-wide.
- Foster close working partnership with garden, collections, research and conservation teams to develop a keen understanding of NYBG funding priorities and to strategize about approaches to corporate supporters.

- Work with Advancement colleagues to assign and advance corporate relationships, and to ensure coordination of approaches to corporate prospects.
- Expand prospect identification, research, analysis, and strategy relative to corporate prospects and donors.
- Ensure effective and ongoing stewardship and recognition of current and prospective donors.
- Establish and maintain long-term relationships with donors and prospects for the purpose of ongoing cultivation, solicitation, and stewardship.
- Develop and execute marketing and public relations campaigns with corporate partners.
- Work with Advancement and Finance teams to develop revenue projections and financial analysis.
- Work closely with Legal, Finance, and Marketing/Communications teams to negotiate terms of agreements for partnerships, sponsorships, exhibition funders, and other multi-year collaborations.

### **Board Relations**

- Engage, as appropriate, NYBG's Trustees, Director, President, Director of the Garden, curators, colleagues, and volunteer groups in cultivation and solicitation activities.

### **Management**

- Provide leadership, vision, and motivation for the Strategic Partnerships team.
- Establish clear direction, performance standards, and benchmarks for success.
- Serve as an ambassador and advocate for the department and cultivate collaborative working relationships institution-wide.
- Serve as a contributing member of the senior leadership team.

## **IDEAL QUALIFICATIONS:**

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### **Experience**

- An exceptional track record of strategic relationship management and revenue generation in settings that might include major not-for-profit organizations, including but not limited to major cultural institutions and/or the corporate arena.
- Significant experience in developing, managing, and deepening relationships with corporate donors and prospects; a sophisticated approach to deal-making.
- Substantial knowledge of the NYC, national and global philanthropic, social, and business communities.
- Demonstrated success tapping into new pockets of philanthropy and partnerships.
- Experience working effectively with trustees and other high-profile leaders.
- Demonstrated commitment to best practices in corporate philanthropy/sponsorship.
- Tech/social media savvy.

### **Personal Qualities**

- A genuine interest in and appreciation for the Garden and its unique scope and reach.
- Strategic ability to see the big picture and to implement both strategies and tactics.
- An exceptional communicator—able to engage in meaningful conversation about NYBG, the horticultural world and beyond, and to articulate the case for support to multiple audiences.
- Innovative, creative, entrepreneurial.

- Charismatic, engaging.
- Diplomatic, ambassadorial, collegial.
- A collaborative, inclusive, team-driven style.
- Excellent human relations skills; able to motivate and engage others within the institution as well as externally.
- The capacity to manage multiple priorities simultaneously.
- Intellectual curiosity.
- Political savvy to navigate a large, complex institution.
- Impeccable judgment and discretion.
- Socially adept and at ease with a broad range of individuals and institutions.
- Sophistication and bearing required to represent the Garden.
- Strong work ethic, with the energy, willingness, and ability to regularly participate in evening and weekend events, and to travel as needed.

**Education**

- Bachelor’s degree required; an advanced degree is preferred.

**COMPENSATION:**

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Compensation will be competitive and commensurate with experience and accomplishments.

**CONTACT**

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Nominations and expressions of interest will be held in confidence and may be sent to:

**Esther Rosenberg or Patty Greco**  
**Co-Managing Directors**  
**Howe-Lewis International**  
**450 Seventh Avenue, Suite 2009**  
**New York, NY 10123**  
**(212) 697-5000**



To apply, please [click here](#) (or visit [howe-lewis.com](http://howe-lewis.com) and click on the “Assignments” tab on the top menu.) All expressions of interest will be held in confidence.

The New York Botanical Garden is an Equal Opportunity/Affirmative Action Employer. The Garden does not discriminate in its employment practices due to an applicant’s race, color, religion, sex, sexual orientation, gender identity or expression, age, national origin and veteran or disability status. Minorities, women, veterans and individuals with disabilities are encouraged to apply.