

LEADERSHIP PROFILE



Vice President, Engagement
Buzzards Bay Coalition
New Bedford, MA

“The restoration, protection and sustainable use and enjoyment of our irreplaceable Bay and its watershed.”

Buzzards Bay Coalition mission

THE OPPORTUNITY

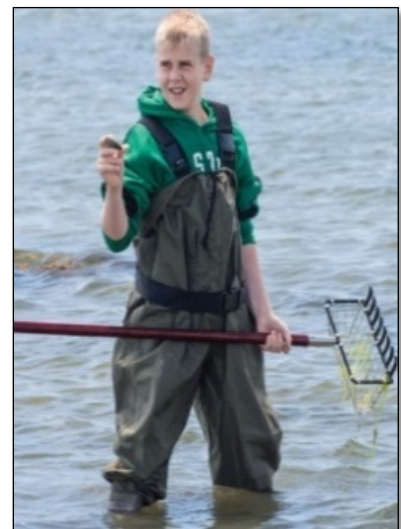
Buzzards Bay Coalition protects and restores the spectacular shoreline and waterways that support lifestyle, livelihoods and environmental health for the 20 communities surrounding the Bay in Southeastern Massachusetts. The Coalition works to improve the health of the Bay ecosystem for all through science, advocacy, land conservation and community engagement.

The Coalition has achieved astonishing results in its 30-year history.

Buzzards Bay is in good health relative to other East Coast water bodies, though many of the Bay’s harbors and coves suffer from nitrogen pollution and loss of natural resources. The Coalition and its thousands of volunteers have helped achieve a pause in the decline of water quality by reducing pollution, preserving critical watershed lands and mobilizing community engagement on behalf of this stunning Bay and its tributaries.

This is a time of momentum and promise at Buzzards Bay Coalition. Many important initiatives are underway. Membership has doubled to over 8,300 in recent years. A \$24 million capital campaign is ahead of schedule and there is significant, tangible progress toward achieving ambitious 2020 goals.

The new Vice President, Engagement has an exciting mandate. As leader of all activities related to growing the participation and investment of people, the VP will take the Coalition to new levels of community engagement, support and



presence. The VP will be a big-picture, frontline strategist and innovator with a growth mindset. The VP will lead all aspects of fundraising and public outreach, with the compelling mandate to: grow awareness and connection, engagement and Coalition membership; increase resources in support of Buzzards Bay Coalition's mission and work; make the Coalition The Source of information and outdoor programming; and inspire more people to connect with and support the Bay.

2020 Buzzards Bay Coalition Aspirations

Buzzards Bay Coalition aims to dramatically increase awareness, membership and impact through community engagement, land conservation, science and advocacy. The Coalition will grow membership to 10,000+, raise visibility and participation in its signature Swim and Bike events, and expand its annual budget by 35%. It will complete a \$24 million capital campaign to elevate science, innovation and protection of watershed lands. The Coalition aspires to dramatically expand public engagement and connection to the Bay, through exciting programs that reach people across all parts of the community. The Coalition will become the Source for connecting with the Bay, and will inspire a growing number of people through outdoor activities, membership and philanthropy. The Coalition will build a strong endowment and reputation that ensure stability and the health of Buzzards Bay for generations to come.

THE ORGANIZATION

Buzzards Bay is a national treasure. Its beauty and natural resources are central to the quality of life and economy of southeastern Massachusetts. The world's leading oceanographic institutions, pivotal to advancing science, are located on Buzzards Bay. The Bay supports thriving commercial shellfish and recreational sport fishing industries, diverse and abundant wildlife populations, and some of the finest sailing in the world.

Buzzards Bay Coalition was founded in 1987 to be an independent voice on behalf of the Bay. Today, it is a robust, ambitious \$2.5 million organization whose work is structured around People, Land and Water. The Coalition seeks to reach everyone in the 20 communities surrounding Buzzards Bay and Vineyard Sound, and to offer locally-based ways to engage that are relevant to all economic levels, ages and ethnicities.



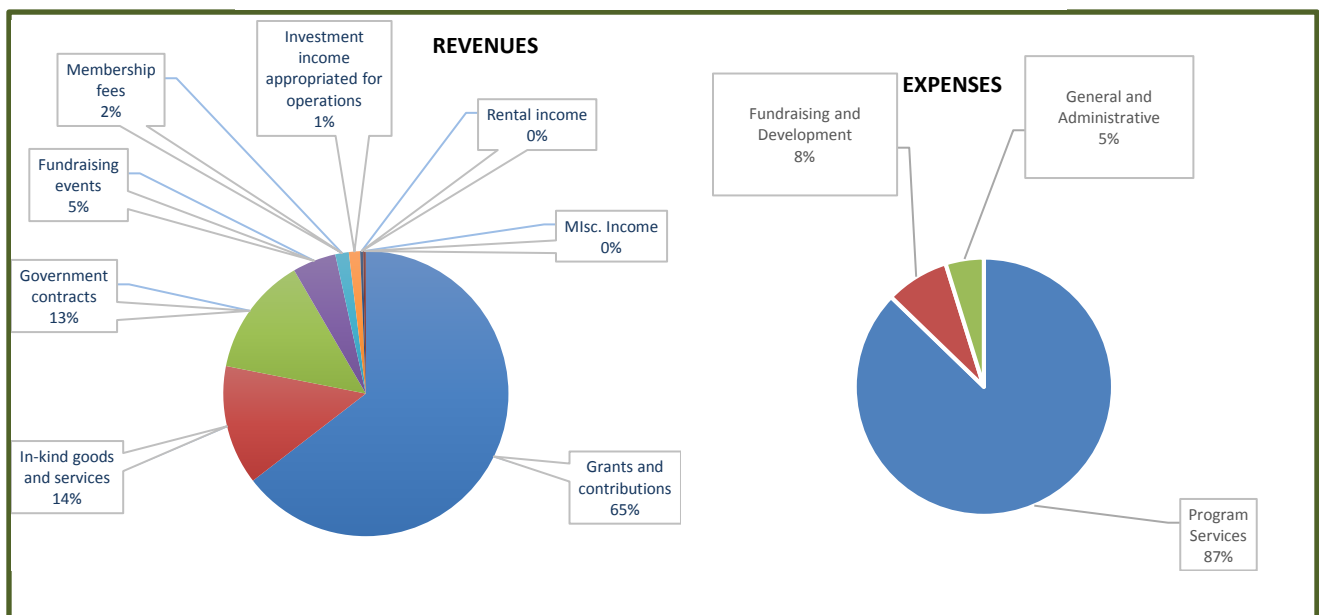
The Coalition has a strong, committed Board of Directors, a talented and passionate staff, and an uncommonly positive, productive culture and work environment. Thousands of volunteers engage with the Coalition each year, in ways that include testing water quality, land stewardship, training and events.

The Coalition partners with towns and state agencies to clean up pollution. As a result of this work, today there are visibly cleaner waters and safer beaches in every Bay community. The Coalition has also preserved more than 8,000 acres of watershed lands as permanent open space; created the most comprehensive volunteer-based water quality monitoring program in New England; altered the course of hundreds of development projects in the watershed; educated over 10,000 residents of all ages and communities about how they can help protect the Bay; and gone to court as necessary to successfully defend the Bay from ecological threats.

Revenues and Expenses

The annual operating budget of the Buzzards Bay Coalition was \$2.5 million in FY17, with approximately 80% raised from private individuals. The 2008-2011 “Campaign for Buzzards Bay” raised over \$11 million, including a \$2 million endowment fund. The campaign enabled the organization to fully embrace its mandate as a catalyst for change; to establish iconic headquarters in New Bedford’s historic water district; and to expand its capabilities. The Buzzards Bay “Generations” Campaign is now underway and has a private funding goal of \$24 million, with \$14.5 million already raised.

2017 Buzzards Bay Coalition Budget - \$2.5 million





Buzzards Bay Coalition has a comprehensive, living 2015-2020 strategic plan with ambitious goals and strategies. The plan is designed to: make the Coalition The Source of information and programming to support and encourage more people to make personal connections with the Bay and watershed; raise public awareness of the challenges facing Buzzards Bay and build support for its protection through a wide variety of media and outreach tools; increase access to existing centers and open additional, publicly-accessible centers and conservation properties in a network of Bay Discovery Sites around the watershed; provide solutions-based information sharing programs for decision makers in government and business; and increase the availability of field-based Bay exploration programs.

More about Buzzards Bay Coalition and the Bay at www.savebuzzardsbay.org.

THE RESPONSIBILITIES

The Vice President, Engagement will be a visionary leader of revenue, relationships and marketing. The VP will have a proven track record of growth, and authentic passion for the Bay and the mission of the Coalition. The VP role combines all aspects of fundraising (membership, major giving, events, planned giving) and public outreach (outdoor programs for youth and adults, web, social media and media relations). The Vice President will:

- 1. Be a big-picture leader and innovator.** The VP will be a strategic, self-confident leader with vision and proven results growing awareness and revenue in relevant contexts. The VP will be a trusted partner and thought leader for the President, staff and Board. The VP will be instrumental in leading long-range vision, strategy and implementation to grow awareness, engagement and resources for the Coalition.
- 2. Grow membership and connection to the Bay.** Membership is the lifeblood of Coalition vitality and growth, and outdoor activities correlate with awareness and connection to the Bay. The VP will bring expertise, innovation and strategy to the challenge of building membership to 10,000+.
- 3. Be a frontline relationship builder and fundraiser.** The Coalition values deep, long-term relationships. The VP will be a dynamic relationship builder who inspires people to get involved and support the mission. The VP will

enhance, deepen and expand current relationships, and will develop new relationships that create new support and impact. Working closely with the President, Board and staff, the VP will increase operating resources by 35% over the next three years, and will provide strategy and leadership for the “Generations” Campaign in concert with the President and Board.

- 4. Advance awareness of the Coalition as “The Source.”** The VP will have strong marketing and public speaking skills, and will broaden awareness of the Coalition as go-to resource for connecting with the Bay. Through social media, media relations and public outreach programs including the organization’s “Discover Buzzards Bay” online tool and its signature Swim and Ride events and other offerings, the VP will grow public awareness, outreach and audiences.
- 5. Manage people, the business and the strategic plan.** The VP will be an inspiring, can-do manager of people, process and implementation. A natural player-coach for the team, the VP will welcome and be a source of ideas and solutions. The VP will build structure, metrics and plans around initiatives, and will enhance the positive culture of collaboration and success. The VP will be good at prioritizing the work and managing change.

PERSONAL CHARACTERISTICS

The ideal VP candidate is a high-achieving leader who has built teams and increased resources, membership and awareness. The VP will have passion for the mission of Buzzards Bay Coalition and be a compelling frontline representative of the organization. Personal assets will include:

- Ability to build shared vision and get people excited to achieve big goals together.
- Being self-motivated and self-confident, but also humble.
- A passion for people, relationships and mission.
- A can-do attitude and focus on teamwork, high standards and results.
- A management style that is empowering, respectful and open to ideas.
- Ability to develop high-performing teams, systems and processes.
- Collaboration, listening and coaching skills.
- An entrepreneur’s penchant for action, innovation, taking strategic risks, staying nimble and continually improving.
- A natural instinct to roll up the sleeves, jump in and make things happen.
- Excellent problem-solving and critical thinking skills.
- Compelling communication, influencing and storytelling skills.
- Energy, enthusiasm and passion for this mission.

THE RELATIONSHIPS

The Vice President reports to the President and manages a staff of six full-time professionals including the Director of Membership, Communications Director, Event Manager, Development Assistant and Volunteer Coordinator. The VP is a member of the Coalition's senior management team, working with other departments including Watershed Protection, Science & Advocacy, Finance & Administration. The VP serves as liaison to the Development and Community Engagement Committees of the Board of Directors.

THE LOCATION

The VP position is based at the Coalition's award-winning, green Buzzards Bay Center in New Bedford's Waterfront Historic District. New Bedford is one hour from Boston and half an hour from both Providence and Cape Cod.

Quality of life on the shores of Buzzards Bay is truly outstanding. The Bay's watershed lands are among the most beautiful on the eastern seaboard, with deep forests, clear rivers, and farmland as old as New England itself, all meeting the Bay's soft edge of beaches and saltmarsh through more than 30 harbors, coves and tidal estuaries.

New Bedford is among the most active and wealthiest seaports in the U.S. Scallops and cranberries are major local industries.

The search for Vice President of Buzzards Bay Coalition is being conducted by BoardWalk Consulting.

**For potential consideration or to suggest a prospect,
Please email appropriate materials to**

BuzzardsBay@BoardWalkConsulting.com

or call Kathy Bremer or Patti Kish at (404) 262-7392

