



Position Profile
Zoo Miami Foundation
President / Chief Executive Officer

OUR MISSION:

The Zoo Miami Foundation fosters community pride and involvement with Zoo Miami and secures financial support for the zoo.

OUR VISION:

A flourishing public-private partnership that sustainably achieves Zoo Miami's mission.

Zoo Miami Foundation (ZMF) is conducting a search for a new **President/CEO** as the organization transitions leadership from Bill Moore who has served in that role since 2013 and is retiring. ZMF is a private non-profit support organization for Zoo Miami. While Miami-Dade County operates and maintains the Zoo, Zoo Miami Foundation, backed by loyal Zoo Supporters allows Zoo Miami to continue mission-driven initiatives and zoo enhancements to encourage an appreciation for the World's wildlife to conserve it for future generations.

Through the generosity of individuals, corporations, foundations, and government entities, ZMF operates robust Learning Experience programs, supports vital conservation initiatives, and supplements key capital projects that bolster animal welfare and guest experiences at Zoo Miami. With one of the largest membership bases in South Florida, Zoo Miami Foundation continues to make a significant impact connecting with and educating the South Florida community to take conservation action!

The Role

The CEO will be a passionate leader who will plan, direct and coordinate the activities of the Zoo Miami Foundation (ZMF) for the purpose of reaching financial, operational and strategic goals as determined by the Board of Directors (BOD). Additionally, the CEO is responsible for the creation and execution of an annual fund-raising plan to secure major philanthropic support from individuals, corporations, organizations, government agencies and foundations to fulfill the mission of ZMF and Zoo Miami.

This position requires highly responsible, professional and supervisory work planning and directing the activities of ZMF. In a formalized agreement with Miami-Dade County, ZMF is principally responsible for the fundraising, marketing, membership, education and volunteer programs at Zoo Miami and is jointly involved in capital project planning and construction. The agreement recognizes that "the Zoo's success will depend on mutual cooperation and support at all organizational levels." This position requires collaboration with Zoo Miami's Director and staff to prepare strategic plans, annual program plans and capital and operating budgets and is required to work collaboratively to develop a solid working partnership.



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Position Responsibilities include:

Fundraising/Development

- Oversees and directs the Chief Development Officer's efforts in the creation and maintenance of a strategic plan of fund-raising priorities for ZMF in conjunction with the BOD and ZMF leadership and staff.
- Collaborate with the Chief Development Officer to identify prospective individual donors and funders, in conjunction with the BOD and staff, to form the basis of an Income Plan/Fundraising Pipeline focusing on major gifts and capital contributions.
- Work with BOD members, Board Development Committee and others to cultivate and solicit individuals, foundations and other organizational sources of major gift support and sponsorship relevant to top priority needs.
- Directs the activities of the Chief Development Officer and provides active support when required to assist in the cultivation of major individual gifts and corporate partnerships.

Leadership

- Actively participates with the BOD in developing a mission, vision and strategic plan to guide the organization.
- Acts as a professional advisor to the BOD on all aspects of the organization's activities.
- Creates an environment that fosters effective teamwork and engagement between the BOD and the CEO, and between the CEO and staff, including Board Orientation, Board Retreats, and other activities.
- Is a member of the BOD and all Board committees.
- Provides motivation, guidance and information to the BOD and all of its committees.
- Provides motivation, guidance and support to BOD and staff members who assist in the cultivation of donors.
- Proactively represents the organization at community activities to enhance the organization's community profile.
- Serves on the Miami-Dade County Zoo Oversight Board (ZOB) and performs duties as dictated by the work of the ZOB, such as special task forces, etc.
- Participates in the recruitment of new BOD members that show a commitment to ZMF mission, expertise in functional areas and/or access to funding.
- Collaborates and consults with peers and leaders within the community's private and public sectors on new opportunities for Zoo Miami's economic, cultural, educational and conservation-related programs.



Operational Planning and Management

- Recommends ZMF policies and then formulates procedures and operational goals and objectives derived from the Strategic Plan and developed in conjunction with the BOD.
- Directs preparation of annual operating budget, monitors revenue growth and reviews expenditures.
- Provides the Board with comprehensive, regular reports on the revenues and expenditures of the organization in a comprehensible format.
- Directs and coordinates the work of supervisory, professional and clerical employees engaged in providing ZMF services.
- Collaborates consistently and effectively with the Zoo Director, ZOB and elected officials to ensure that ZMF operations effectively address Zoo Miami's needs.
- Oversees ZMF's part of the capital project planning process, execution of contracts, budget development, monitoring and construction process.

Education

- Oversees the planning, implementation and evaluation of the organization's education, membership and volunteer programs and services.
- Promotes, through the direction of the Education Department, the development in our members, visitors and the general public an attitude of stewardship of, and caring for, nature and wildlife, and encourages the promotion of the Conservation programs of Zoo Miami.
- Oversees the refinement and expansion of the educational programs to address diverse audiences.
- Contributes to the strengthening of the relationship with Zoo Miami to promote its educational potential and conservation goals.
- Encourages the recruitment and training of volunteers to enhance the experience of the Zoo visitors and promote a change of attitude and behavior towards wildlife and its conservation.



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Human Resources Planning and Management

- Oversees the implementation of the human resources policies, procedures and practices in the areas of recruitment, hiring, orientation, training, development, succession planning and compensation.
- Determines organizational structure and staffing requirements for effective operation and program delivery.
- Recruits, interviews, and selects senior staff who have the right technical and leadership abilities and ensures that they fit into the corporate culture of passion towards the ZMF vision to help further the organization's goals.
- Establishes a positive working environment where staff is motivated to perform their functions to the maximum of their abilities.
- Implements a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review.
- Coaches and mentors staff to improve performance and provides the opportunity and resources necessary for staff training and professional development.

Marketing and Communications

- Develops a comprehensive communication plan to promote the organization to its donors and maximizes public awareness of the fundraising activities of the organization.
- Fosters an understanding of philanthropy within the organization.
- Builds relationships with community stakeholders to advance the mission and fundraising goals of the organization.
- Provides guidance and support to the Director of Marketing in all aspects of brand development and communications, both internal and external.
- Identifies community interests and develops marketing, public relations, and educational strategies to effectively address those interests.
- Promotes a customer-driven approach to the delivery of ZMF services.



Personal Characteristics

The ideal candidate will embody the following professional and personal qualities, skills and characteristics:

Strategic Leadership

- An approachable, confident, and thoughtful leader who is able to develop and guide diverse teams to build a culture of trust, collaboration, and empathy.
- A ‘big picture’ thinker who encourages partnerships and cooperative relationships to align organizational priorities in advancing the Zoo’s and Foundation’s mission and strategic objectives.
- An innovative leader who is able to recognize opportunities to enhance the impact of the Foundation & Zoo’s mission and vision.
- A team-builder with a deep commitment to coaching, mentoring, and developing staff to maximize their individual and shared capacity for success.

Mission Alignment

- A creative thinker with an enthusiastic commitment to the mission of ZMF.
- An understanding of the critical balance between mission and margin, and a recognition of how the two priorities complement one another.
- Respect for the strong history of the Zoo and Foundation and a commitment to evolving its legacy into the future.

The CEO should demonstrate competence in all of the following:

- **Adaptability:** Demonstrates a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- **Behave Ethically:** Understands ethical behavior and business practices, and ensures that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.
- **Build Relationships:** Establishes and maintains positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- **Communicate Effectively:** Speaks, listens and writes in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- **Creativity/Innovation:** Develops new and unique ways to improve operations of the organization and to create new opportunities.



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- **Focus on Stakeholder Needs:** Anticipates, understands, and responds to the needs of internal and external stakeholders to meet or exceed their expectations within the organizational parameters.
- **Foster Teamwork:** Works cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- **Lead:** Positively influences others to achieve results that are in the best interest of the organization.
- **Make Decisions:** Assesses situations to determine the importance, urgency and risks, and makes clear decisions which are timely and in the best interests of the organization.
- **Organize:** Sets priorities, develops a work schedule, monitors progress towards goals, and tracks details, data, information and activities.
- **Plan:** Determines strategies to move the organization forward, sets goals, creates and implements actions plans, and evaluates the process and results.
- **Solve Problems:** Assesses problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- **Think Strategically:** Assesses options and actions based on trends and conditions in the environment and the vision and values of the organization



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Required Experience

- The ideal CEO will have extensive and proven experience in organizational leadership and management, knowledge and understanding of nonprofit management and operations, and a commitment to and passion for the mission of the Zoo. He/she will have prior experience working with a Board of Directors, volunteers, civic and community leaders, the media, government and professional associations and a successful track record as a manager of people and the ability to create a strong organizational culture.
- The CEO must have proven experience in the preparation and fiscal management of operational and capital budgets, as well as strategic and fundraising plans, and a personal commitment to and an interest in conservation and in the scientific and research elements of zoos and animals. Experience closing major gifts over \$500,000 is preferred. Access to and intimate knowledge of local potential funding sources is highly desired.
- Graduation from an accredited college or university with a Bachelor's degree in Business Administration, Management, Marketing, Fund Development or a related field. MBA preferred. Six years of executive experience required with C-Level experience preferred.

Working Environment

- The CEO will report to the BOD of ZMF. Supervision is exercised through subordinate directors over a staff of professional and clerical employees.
- CEO works in a busy office environment, but the mission of the organization may take the CEO to non-standard workplaces.
- CEO will often work evenings, weekends, and flexible hours to accommodate activities such as Board meetings and will represent the organization at public events.
- Extensive local travel in the tri-county area required



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To Apply

Zoo Miami Foundation has retained Canopy Strategic Partners (formerly Zoo Advisors) to manage this search. David Walsh, Canopy's Principal will be managing the search for the Foundation. To be considered for this excellent opportunity, please forward a single PDF document that includes your detailed resume and a cover letter expressing why you are interested in this role and how your experience can help the Foundation become an even greater asset for the greater Miami community and region and a leader in the area.

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About the Zoo

Zoo Miami (also known as The Miami-Dade Zoological Park and Gardens) is the largest zoo in Florida and the fifth largest in the United States and part of Miami-Dade County. As the only sub-tropical zoo in the continental U.S., the unique climate in South Florida allows us to care for a wide variety of animals from Asia, Australia, Africa, and the Americas representing a broad mix of species that is unlike any other zoo in the country.

Our animals are grouped according to their geographic territories, with species that live together peacefully in the wild placed in exhibits together here at the zoo. Our trees, foliage, and even our soil are matched as closely as possible to the native habitats of our animals.

Our lush, tropical, open-air exhibits replicate our animals' natural habitats and allow guests to enjoy beautiful and endangered wildlife at a safe, yet remarkably close range.

The history of the zoo can be traced back to 1948, with what was then known as the Crandon Park Zoo on the island of Key Biscayne, just off the coast of downtown Miami. At that time, the zoo occupied 48 acres of the park and its first animals included some lions, an elephant and a rhinoceros that had been stranded when a circus went out of business in Miami.

Zoo Miami today occupies almost 750 acres, 4 miles of walkways, and is home to more than 3,000 animals representing over 500 different species. Of this population, more than 130 species are at risk in the wild; many classified as endangered or critically endangered. The zoo also houses more than 1,000 species of trees, palms and other plants, and over 100 special exhibits showcasing a broad number of species and scientific topics.

We are accredited by the Association of Zoos and Aquariums ([AZA](#)) which means we have passed a rigorous application and inspection process and meet or exceed the AZA's standards for animal health and welfare, fundraising, zoo staffing, and involvement in global conservation efforts. Zoo Miami is proud to be an active leader in many global wildlife and environmental conservation initiatives, and we are currently involved in about 30 programs annually across five continents.

Our mission: *Share the wonder of wildlife and help conserve it for generations to come.*