

Redwood Parks Conservancy
Executive Director
Job Description
Full-Time Exempt Employee

About the Redwood Parks Conservancy

The Redwood Parks Conservancy (RPC) is a non-profit cooperative organization established in 1976. Our mission is to foster understanding, enjoyment, and stewardship by providing support to our partner agencies - the National Park Service, California State Parks, and the U.S. Forest Service - who are entrusted with the care of northern California's public lands. The RPC accomplishes its mission by selling educational and informational materials at seven visitor and information centers in Humboldt and Del Norte counties as well as through our website. RPC sponsors and supports several events and programs, operates a volunteer program, and raises funds through memberships, grants, and donations.

RPC works in collaboration with its agency partners under a series of Cooperating and Interpretive Services Agreements. In this way, we can implement a variety of education and stewardship programs that contribute significantly to the conservation, restoration, and preservation of over 440,000 acres of redwood ecosystems within Redwood National Park, twelve California State Parks, and the Smith River National Recreation Area. We welcome over 500,000 visitors annually to Redwood National and State Parks.

The Executive Director Position

The Executive Director serves as the Chief Executive of RPC under the guidance of a Board of Directors. The Executive Director is responsible for actively managing all affairs of RPC to advance its mission and vision, providing leadership to the organization and the staff, managing all RPC programs, and is responsible for the successful implementation and management of operations.

RPC has grown and evolved into a thriving organization. The Executive Director administers the organization's annual operating budget of approximately \$960,000, oversees the work of 25 staff (full-time and seasonal staff) and volunteers, and reports to the 13-member RPC Board of Directors. The Executive Director will have the unique opportunity to lead this organization and identify new visions for the future.

Responsibilities

Communications/Public Relations

Serve as the organization's spokesperson, representing the values and objectives of the organization.

- Communicate with both internal and external contacts, including staff, board, agency partners, volunteers, donors, and community

- Increase visibility and base of public support through expanded community relations
- Use new technologies to cultivate support
- Build strong relationships with agencies, community partners, minority groups, and Tribal communities
- Represent RPC at local, regional, state, and national levels
- Attend important community meetings
- Use media to communicate – website, newsletters, social media, news (print and radio)
- Contact major donors on an ongoing basis, and
- Be involved with the California League of Parks Associations, Public Lands Alliance, and environmental groups

Organization Planning

Provide leadership in the development and implementation of the organization's strategic plan and annual plans, ensuring that they are updated and monitored for progress.

- Perform annual business planning and monitor progress towards organizational goals
- Develop and oversee efficient administrative systems
- Maintain a working knowledge of developments and trends in the field
- Respond to emerging issues
- Identify opportunities for collaboration with local nonprofits and community groups

Operations Management

Oversee the management and operations of the retail division through supervision and evaluation of the Director of Retail Operations.

- Develop an annual sales plan with the Director of Retail Operations to identify sales goals and strategies for meeting those goals
- Evaluate individual store effectiveness and cost/benefits of operation procedures and make changes to improve operations
- Review new standard operating procedures (SOPs), training materials, or other operations materials developed by the Director and attend product review meetings
- Evaluate potential new products

Personnel Management

Supervise and support all management staff, ensuring staff has the resources needed to fulfill their responsibilities. Ensures that a safe, equal opportunity work environment is available to all.

- Recruit, hire, supervise, and release all personnel both staff and volunteers
- Ensure training and orientation of all employees and volunteers to meet job requirements
- Conduct staff meetings and communications
- Maintain up-to-date job descriptions

- Evaluate the performance of staff
- Maintain human resources practices following California law
- Maintain an appropriate and effective succession management plan
- Maintain employee handbook to remain in compliance with California labor laws
- Maintain confidentiality related to sensitive information

Financial Management

Responsible for the organization's financial health and stability. Assures adequate control and accounting of all funds, including developing and maintaining sound financial practices, ensuring compliance with all relevant laws, regulations, and applicable policies. Responsible for preparation of the annual budget and reports progress to the board quarterly.

- Prepare and monitor the annual budget and provide regular updates to the board
- Maintain RPC's financial accounts following accounting standards and best practices
- Evaluate financial performance by reviewing financial statements and cash flow
- Assure financial sustainability of operations and programs
- React quickly and deliberately to any business interruptions to minimize losses
- Manage contracts
- Provide timely financial statements to the board

Program Development and Management

Provide leadership in the development, management, and evaluation of programs, ensuring they meet the needs of those served and enhance the visitor experience.

- Oversee and manage an array of events and programs, often in collaboration with agency and community partners
- Evaluate the feasibility of potential new mission-compatible programs
- Sponsor and support programs and events
- Evaluate the effectiveness of past programs and recommend changes

Fund Development

Develop funding resources including fees, donations, grants, and fundraising activities to ensure a stable future for the organization.

- Oversee RPC's fundraising goals through supervision and evaluation of the Development Director
- Work with the Development Director to identify fundraising goals and strategies in an annual development plan
- Increase public support through individual donations, membership fees, legacy gifts, and sponsorships
- Secure government and foundation grants
- Assist the Development Director with stewarding RPC's largest donors

Agency Coordination

Act as the primary contact with the agencies that RPC supports.

- Work directly with agency liaisons to identify and meet shared goals
- Serve as a member of the Redwood National and State Parks Management Team
- Represent RPC with tact and diplomacy within agency partnerships; coordinate all RPC activities with the agencies
- Manage funding requests from partner agencies with Board review if necessary
- Assure compliance with agency agreements; and maintain confidentiality related to sensitive information

Board of Directors

Work closely with the Board. Provides the Board with sufficient information to make sound policy decisions.

- Communicate regularly with the Board especially regarding any significant progress or problems
- Assist the Board Chair in setting meeting agendas
- Prepare board meeting information packets
- Act as recording secretary of Board meetings
- Assist in Board recruitment, orientation, and development
- Execute Board decisions
- Respond to Board suggestions and questions
- Develop annual work plan with Board input
- Report accomplishments
- Engage in ongoing dialogue with the Executive Committee, Board of Directors, the CA State Parks Cooperating Association Liaison, CA State Park North Coast Redwoods District Superintendent, the Redwood National and State Park National Park Superintendent, and the United States Forest Service Forest Supervisor
- Oversee all board-appointed committees and provides support for the committee chairpersons

Special Projects

Develop and implement activities to address needs that may arise outside of the budget and strategic plan. Identifies and secures funding support.

Education, Experiences, and Skills Required

Bachelor's degree with a minimum of five (5) years of supervisory experience or any equivalent combination of education, training, and supervisory experience which provides the requisite knowledge, skills, and abilities for this job. Experience in related field(s) with management, supervisory, or leadership role with a public lands' nonprofit a plus. National Park Service and California State Parks work experience is a plus. Must be able to communicate clearly and concisely both verbally and in writing. Computer literate and experience with all Microsoft Office and Adobe programs, QuickBooks accounting software, donor management software, Google Suite, social media platforms,

desktop publishing skills experience with public relations and marketing, familiarity with website management, knowledge and understanding of environmental, recreational, and tourism issues.

Physical Demands and Safety

Most work is performed in an indoor, office environment. Outside activities will occur with conditions varying by location and environment. The RPC's locations and partner sites cover a 75 mile stretch on California's very northern coast. Each location will be visited often by the Executive Director. North to south driving times could take up to three hours to go end-to-end.

Travel

Work location is expected to be at the Redwood National and State Park Headquarters in Crescent City, California. Frequent travel to RPC locations is expected. Travel to partner meetings and events anywhere in our region is expected. Travel to local events or speaking engagements is required. Occasional overnight trips may be required.

Salary Range and Benefits

Salary is expected to be in the range of \$65,000 - \$80,000. Starting salary is negotiable based on experience and ability to meet the required responsibilities listed above. Benefits include health insurance, Paid Time Off (PTO), and 403(b) retirement match. The employee will be reimbursed for travel expenses.

A background check must be passed before accepting the position. A valid driver's license is required. Proof of Covid vaccination will be required before accepting the position.

Submit a cover letter and resume to: HR@redwoodparks.org

References will be required at a later date.

Application closing date: November 15, 2021.

This job description is not an inclusive or exhaustive list of all job functions that this position may be asked to perform from time to time. Management has the right to revise this job description at any time.

Redwood Parks Conservancy is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, age, religion, sex, sexual orientation, gender identity, national origin, disability, genetic information, veteran status, and other legally protected characteristics.