



## Executive Director Job Announcement

### Overview

Friends of Santa Cruz State Parks, a well respected non-profit park partner, strives to ensure that the cultural history and natural beauty of Santa Cruz County State Parks are enjoyed today and by future generations. Each year more than 327,600 visitors—including thousands of school children—participate in over 4,328 free educational programs funded by Friends.

The organization acts as a bridge between the local community and the California Department of Parks and Recreation, helping State Parks with its ongoing stewardship of our local parks and improving the quality of the local state parks experience. As these park budgets continue to be slashed and more people are enjoying the parks, Friends work has become increasingly important.

Friends has grown to be the second largest of 84 similar non-profit partners in California. The educational programs in Santa Cruz County State Parks, funded by Friends, serve as a model for other park districts throughout the state, and have won numerous state and national awards.

The Friends programs can be found at the following local parks:

- Natural Bridges State Beach
- New Brighton State Beach
- Santa Cruz Mission State Historic Park
- Seacliff State Beach
- Sunset State Beach
- Manresa & Manresa Uplands State Beaches
- The Forest of Nisene Marks State Park
- Wilder Ranch State Park
- The Castro Adobe restoration in Watsonville

The next several years at Friends will be one of the most rewarding leadership opportunities in Santa Cruz County. Starting with a highly-respected organization and programs, active membership and volunteers, talented staff, dedicated board, and supportive community leaders - the next Executive Director will work in partnership with State Parks and the community to achieve the following priorities:

- Ensure that Friends sustains effective local and State relationships that position the organization as a key partner with the local State Parks.
- Leverage public and private funds for the restoration of the historic Castro Adobe in Watsonville.
- Strengthen staff, volunteer, governance, and administrative practices to enhance the mission of Friends.

As Friends programs and projects continue to expand, so do its leadership and organizational needs. A new role of Director of Strategic Development and Partnerships was recently created. This position will be a key partnership with the incoming ED in strengthening and diversifying community support and revenue streams to support local State Parks.

The organization has a budget of nearly \$2M and the organization enjoys healthy operating reserves. The majority of the budget revenue comes from contracts and the remainder comes from community support, membership, and retail sales.

The Executive Director is accountable to a local 10 member Board of Directors for the day-to-day operations of the organization and for the achievement of major strategic objectives. The Executive Director maintains strong relationships with State Parks, staff, volunteers, members, funders, community and political leaders. Current staffing includes an operational staff of 3 full-time and 5 part-time/contract employees, and 30-80 seasonal staff that work through and with the Parks District.

### **The Ideal Candidate**

Friends of Santa Cruz State Parks is seeking an experienced community leader and results-oriented manager with an understanding of and appreciation for the natural and cultural heritage of local state parks. He or she should have strong communication, community collaboration, and team building skills as well as the ability to draw the best from the staff, Board, and the State Parks associates. The incoming Executive Director will bring informed political and financial insights, strategic thinking, and integrity to their work. Candidates should feel comfortable working in a visible public organization with a diverse cultural, economic, and geographic base of support. Candidates should also be able to blend effective business methods with the mission of the organization.

This is a full-time, exempt position.

### **Essential Qualifications and Experience**

- BA/BS and a minimum of 7 years successful experience in a senior management role in the nonprofit or public sector environment or in the private sector if accompanied by three to five years equivalent community board experience
- Ability to effectively juggle multiple priorities in a changing environment
- Experience in negotiating and sustaining productive community collaborations, prior experience with a similar public-nonprofit partnership preferred
- Ability to attract, develop and retain staff and volunteers as well as maintain a high level of performance and to effectively utilize their talents
- Exceptional public and interpersonal communication skills - including speaking, writing, and consensus building
- Experience working for and partnering with a volunteer board of directors or commission
- Fund-raising experience with a proven track record in developing and maintaining relationships with government, foundations, and major donors
- Financial and/or business management experience with a budget of at least \$2 million, including budgeting, oversight, contract negotiations, compliance, and reporting abilities
- Ability to interact with volunteers, staff, and community members from diverse cultural, geographic, and educational backgrounds
- Ability to work occasional nights and weekends to support Board of Directors and community events
- Familiarity with Microsoft computer applications, database management and the Internet
- An automobile, insurance, and valid CA driver's license

**Start date:** June/July 2008

**Deadline for applications:** April 18, 2008 or until filled.

**Compensation:** Dependent on experience and track record, and includes both a competitive salary and benefits and a valuable opportunity to lead a highly respected organization. Though candidates from beyond the Bay Area are encouraged to apply, there are no funds available for relocation or housing assistance.

**Confidential Application Process:** E-mail (Word document) cover letter summarizing interest, qualifications, compensation requirements, and experience along with a current resume to: [FriendsSearch@leadershipintransition.org](mailto:FriendsSearch@leadershipintransition.org) with "Friends ED Search" in subject field. Resumes without a cover letter will not be considered.

If you have questions, call Margaret Donohoe, leadership transition consultant at (408) 979-0572.

## Friends Executive Director Job Responsibilities

### MANAGEMENT AND ADMINISTRATION (45-50% of responsibilities)\*

- Ensures sound financial planning, management, reporting, and organization accountability
- Coordinates the implementation of the yearly budget including the development and implementation of adequate financial controls and practices
- Is responsible for financial oversight, seeing that all funds are disbursed in accordance with contract requirements and donor designations
- Maintains a climate which attracts, retains and motivates a diverse and high caliber team of staff, volunteers, members, docents, and Board members
- Oversees the recruitment, employment, development, and release of all personnel
- Ensures that good human resource practices are in place including the development of position descriptions and implementation of regular performance evaluations
- Ensures that the agency complies with all relevant laws, regulations and applicable policies set forth by the Board, State Parks and regulators
- Oversees stewardship projects, kiosk operations and retail sales in parks
- Negotiates and ensures accountability for all agency contracts and grants

### PROGRAM DEVELOPMENT AND PLANNING (20-25% of responsibilities)

- Oversees the development, delivery and evaluation of Friends programs, services, facilities, and resources consistent with the mission, values and goals of the organization
- Works in partnership with State Parks to develop and execute interpretive programs and stewardship initiatives
- Develops and maintains a thorough knowledge of the history, traditions, emerging issues and stakeholders of the local organization as well as California State Parks partnerships
- Develops a process for planning, implementing, and evaluating short and long-range financial, project and program goals for the agency

### FUND DEVELOPMENT & COMMUNITY RELATIONS (15-20% of responsibilities)

In partnership with the director of Strategic Development and Partnership:

- Provides direction and oversight to comprehensive fund development plan that includes individual, business, government and foundation support as well as membership, contract, and retail sales income
- Supports the development and preparation of government and foundation funding proposals and reports
- Identifies and develops a broad range of community resources and support necessary to accomplish the goals of Friends
- Provides a credible presence for Friends in the community
- Establishes productive relationships with community leaders and policy makers, foundations, businesses, donors, and governmental officials to assure productive relationships that will support sustainable income streams

### BOARD OF DIRECTORS (10-15% of responsibilities)

- Reports regularly to the Board regarding organizational objectives, financial status of the organization, and other issues relevant to the Board
- Attends, as an active participant, all Board meetings and serves as an ex-officio member of all task forces and committees as needed
- Supervises the implementation of Board policy
- Provides the Board with timely information to help members reach sound decisions and establish policies and priorities.
- Provides support, education and leadership to Board members to assist them in their roles and responsibilities
- Assists the Board in identifying, recruiting and utilizing Board members with the essential skills to help support the mission and vision of Friends
- Creates effective lines of communications and linkages between Board and staff

*\* Provided as a guideline to the incoming Executive Director, given the organization's priorities for the first 12–18 months of the job*