



## WHIDBEY CAMANO LAND TRUST

### EXECUTIVE DIRECTOR JOB DESCRIPTION

#### POSITION SUMMARY.

The Executive Director (ED) is responsible for advancing the Whidbey Camano Land Trust's mission to actively involve the community in protecting, restoring and appreciating the important natural habitats and resource lands that support the diversity of life on the two islands and in the waters of Puget Sound.

The ED is responsible for the programmatic, financial and administrative management of the Land Trust consistent with the policies approved by the Board of Directors. The ED is also responsible for the day-to-day operations, including donor relations and fundraising, land protection, stewardship, finance, communications, outreach and education. The ED ensures continued adherence to accreditation requirements, sound and ethical business practices and represents the organization to the public.

The ED reports to the Board of Directors. After sufficient time getting up to speed, the ED will lead the organization in the development of a new strategic plan to set an aspirational path for the next 20 or so years and a more detailed path for the next five to seven years.

The ED will inspire and support the work of an experienced, dedicated and passionate staff. The ED will share an authentic commitment to the community and to preserving the unparalleled beauty, natural areas and resource lands on the Islands. As an enthusiastic mentor to a dynamic team of professionals, the ED will build upon an internal culture of trust and appreciation to achieve the tremendous growth and robust pipeline of conservation opportunities currently under development.

Finally, and more broadly, the ED will foster lasting relationships with the broader Land Trust community to enhance its long-term sustainability, recognizing that the aspects of a healthy organization, as enumerated below, contribute to this core objective. In so doing, the ED will be using the staff, board, supporters, and the broader community in that most basic element of the Land Trust enterprise.

#### A. JOB RESPONSIBILITIES.

1. **Leadership and Strategy.** Provide visionary and strategic leadership for the Land Trust and translate that vision into measurable strategies and concrete actions that advance its mission.
  - a) Provide ongoing energetic leadership to the Land Trust professional staff, board and broader Land Trust community in fostering a vibrant, successful and sustainable organization, as further described below.

- b) Collaborate with the board, staff and community partners to lead the development and implementation of a new strategic plan to set the vision, mission, strategies and priorities of the Land Trust for the next two decades.
- c) Collaborate with the executive committee and board to ensure strong board governance and capacity, clear lines of communication, organizational efficiency and transparency.
- d) Represent the Land Trust actively, broadly and with integrity to continue to build community support and collaboration with key partners to further amplify the work of the Land Trust.
- e) Assist board recruitment efforts by assessing board composition and expertise and helping to identify and recruit prospective board members who represent a variety of community interests, are diverse and are widely knowledgeable in fields relevant to the work of the Land Trust.
- f) Throughout all programs, expand in number, location, and diversity the communities aware of and supportive of the Land Trust's work.

**2. Operational Management and Leadership.** Lead and oversee the operations of the organization to ensure its long-term vitality and sustainability. Oversee and manage the leadership team and staff on an ongoing basis.

- a) Ensure clear and effective communication, reporting and feedback between and within the board, ED, and staff.
- b) Delegate specific responsibilities and authorities to the leadership team and others and ensure accountability through verification and open, supportive communications.
- c) Regularly evaluate staff performance, staffing levels, and the need for staff training and professional growth and development.
- d) Regularly monitor, assess, and as warranted, adjust the programs, services, and strategies of the Land Trust to increase their effectiveness in achieving the mission of the Land Trust, working in collaboration with the leadership team and board.
- e) Use an open and consistent management style guided by an agreed-upon organizational cultural statement to maintain a positive, inspiring, success-oriented and fun working environment for all.
- f) Update risk management policies and practices, and encourage and train staff to appropriately identify, report, and manage emerging risks.

**3. Financial Sustainability.** Provide leadership in ensuring sound finances and financial sustainability of the organization to keep the promise of perpetuity.

- a) Oversee and manage the financial affairs of the Land Trust in accordance with applicable laws and accepted best financial practices, working in close collaboration with the Finance Director and Finance Committee.
- b) Effectively communicate high-priority and meaningful conservation successes and community engagement opportunities to donors and the broader community.
- c) Continue to highly leverage unrestricted donor dollars by pursuing diverse ways to do so, including securing agency and foundation grants, land and conservation easement

donations, matching funds, capital campaigns of varying sizes, in-kind services and volunteer engagement.

- 4. Fundraising.** Lead and manage a variety of fundraising activities to maintain and enhance the financial health of the Land Trust for the long-term, working in close collaboration with key staff and the board.
  - a) Ensure the organization's programs and achievements continue to resonate with donors, stakeholders, funders, and the broader community.
  - b) Strategically focus on existing and potential major donors, government grants and legacy circle members.
  - c) Actively participate in fundraising, including growing and cultivating individual support, business sponsorships, foundation relationships, government grants, and key partners in public agencies and other organizations.
  - d) Guide, encourage and train staff and board to identify and promote fundraising opportunities to broaden the financial foundations of the Land Trust.
  
- 5. Outreach and Communications.** Serve as the "face" of the Land Trust in the broader community. Lead and oversee the outreach and communications programs to connect people to the work of the Land Trust and report successes back to donors and volunteers on what their support makes possible.
  - a) Cultivate relationships with community groups, public agencies, Tribes, community leaders, elected officials and other appropriate entities that will add value to the Land Trust's mission.
  - b) Represent the Land Trust to the broader community through appropriate speaking engagements and by participating in local efforts and undertakings to advance the Land Trust's mission and public visibility.
  - c) Encourage and support the active engagement of professional staff, board members and the Land Trust volunteer community in communicating the aspirations and the achievements of the Land Trust to the broader public.
  
- 6. Conservation Programs.** Oversee the work of the Stewardship and Conservation Directors to ensure achievement of the core mission of the Land Trust. Ensure that Land Trust programs continue to generate positive and visible outcomes, demonstrating the critical, lasting and positive benefits of the Land Trust's mission and activities.
  - a) Oversee the development and implementation of conservation plans that will protect, restore and steward the highest priority lands and waters in Island County.
  - b) With a goal of health and sustainability of island ecosystems, focus on climate resilience, clear water and air, healthy natural areas with corridor connections for plants and animals, working farmlands and appropriate public opportunities to engage with nature.
  - c) Strategically partner with appropriate public and private entities to increase conservation successes.
  - d) Work with staff on addressing and successfully resolving substantive violations of conservation easements, significant neighbor issues, trespass, risk management, difficult public interactions and other challenges.

- e) Continue to work with conservation staff to leverage donor funds with donations of land, conservation easements, bargain sale transactions, grants, conservation buyer transactions, transaction fees, and new funding sources.

## **B. EXPERIENCE.**

### **1. Required Qualifications.**

- a) 8-10 years of experience in a relevant field, including 3-5 years in a leadership role. Relevant education credentials will be taken into account in addition to relevant “on-the-ground” experience.
- b) Experience in or understanding of real estate transactions and land conservation practices relevant to the core programs of the Land Trust.
- c) Demonstrated successful fundraising experience, particularly in raising operating funds.
- d) Excellent oral, written and listening communication skills and ability to present ideas clearly and persuasively.
- e) Demonstrated knowledge of and experience with budgets and finances.
- f) Demonstrated passion for the land conservation mission and the benefits it brings to sustainable, healthy and thriving communities.
- g) Demonstrated good judgment and ability to hear and value alternative opinions, make informed decisions and meet competing deadlines.
- h) Proficiency with standard software, including MS Word, Excel, PowerPoint, Adobe products, Internet applications and e-mail.
- i) A commitment to diversity, equity, inclusion and justice.

### **2. Beneficial Experience:**

- a) Understanding and knowledge of Pacific Northwest conservation issues, politics and policy.
- b) Experience with a non-profit land trust, conservation or similar type of organization.
- c) A history of strong collaboration, forming strategic and effective relationships and maintaining a high-level of tact and confidentiality.
- d) A bachelor’s or advanced degree in relevant field.

- C. BENEFITS.** Full-time, Salaried/Exempt Position. Salary commensurate with experience. The Land Trust offers competitive compensation, medical, dental and vision insurance for the employee, matching retirement funds, sick and vacation leave, Washington Paid Family and Medical Leave Program, flexible work policies, professional development opportunities and, for qualified dogs and owners, a dog friendly office.

*Whidbey Camano Land Trust is an Equal Opportunity Employer and actively seeks a diverse pool of candidates from a variety of backgrounds who are committed to the mission and vision of the organization. We are a non-smoking and scent-free office.*