

# CULTIVATING CONNECTION

TO FARM, FOREST, WATER & EACH OTHER

## Executive Director Position Description



**Position:** Executive Director

**Reports to:** Board of Directors

**Employment Type:** Salaried, exempt. 0.75 FTE

**Location:** Ashland, Oregon

**Start Date:** August 1-31, 2023

**Compensation:** \$54,500 - \$62,500 Depending on experience

### Our Mission

[The Crest](#) is an educational non-profit organization based at Willow-Witt Ranch in the Cascade-Siskiyou National Monument near Ashland, Oregon. Through residential and day Outdoor School, school programs, summer camps, volunteer stewardship programs, and public events that help visitors of all ages explore their roles and responsibilities in our dynamic local ecosystem.

### The Position:

Our Executive Director (ED) will be joining a volunteer board, Education Director, Administrative Assistant, seasonal staff, and volunteers in providing students and program participants with a rich learning environment. The ED will lead this young organization toward increasing donors and grant funding and operational stability and program development. The Crest ED oversees all programs, staff, and volunteer activities in a coordinated effort to conduct our mission. The ED reports to the Board of Directors.

### Required skills/qualifications

- Prior experience as an ED or management experience of an organization including: personnel, facilities, fundraising and finance
- Belief in the value of nature and environmental stewardship in defining our lives
- Familiarity with QuickBooks, Mailchimp and design software, such as Canva
- Comfort with Google Workspace or Microsoft Office Suite, Word, and Excel
- Comfort with password management systems and donor management software
- Proven fundraising success, including individual donor cultivation, corporate sponsorships, and foundation proposals
- Must have a valid driver's license and auto insurance.
- This position requires the physical ability to use stairs, operate typical office equipment such as phones, computers and printers, sit at a desk for extended periods of time, and occasional lifting of up to fifty pounds
- This is an on-site position

### Preferred Skills/Qualifications

- Masters' Degree and/or equivalent experience in fundraising, leadership, team development, volunteer engagement, and fiscal management
- Strong written and verbal communication skills
- Training in active listening and DEI support

- Strong team-building skills emphasizing organizational goals and mission-oriented success
- Financial aptitude with budgets, cash-flow reporting
- Fluency in Spanish
- Ecological or natural systems knowledge and/ or firsthand experience

### **Duties of the Executive Director**

#### **Implement the mission of The Crest**

##### **Board communication**

- Submits regular reports to the board one week prior to board meeting
- Attends monthly board meetings
- Attends board committee meetings as needed
- Meets with board chair monthly, prior to board meetings
- Works with the Education Director to submit annual program budget to the board for approval

##### **Financial oversight and strategic planning**

- Grows and oversees financial assets to ensure financial sustainability of organization
- Collaborates with members of the board to plan and lead strategic planning sessions
- Engages in regular communication with bookkeeper
- Provides regular financial reports to board, personally or in conjunction with board Treasurer
- Guides staff in establishing annual budgets and meeting budget goals

##### **Fundraising**

- Ensures that sufficient funds are raised to meet annual budget and cash flow needs
- Regularly engages with donors and prospective donors to build a major gift pipeline
- Oversees grant writing, tracking and reporting
- Cultivates new donors and oversees donor database
- Oversees donor management-reporting and relationships
- Coordinates fundraising events, campaigns, and appeals
- Produces and distributes annual reports
- Cultivates business sponsors and partners

##### **Partner cultivation and engagement**

- Develops and cultivates partnerships with school and community-based organizations
- Engages with and oversees program development with the Education Director
- Effectively communicates with stakeholders to inspire and connect to build a strong community-based organization

##### **Staff management**

- Hires, evaluates, and promotes staff
- Manages staff and volunteers with transparency
- Provides oversight in hiring of seasonal, on-call, and support staff
- Leads annual performance reviews for permanent staff, building a supportive culture of metrics-based feedback and teamwork
- Engages in regular communication with staff individually and as a team and may engage the board if needing further support

- Provides mentoring, professional development and leadership opportunities for staff including ongoing diversity, inclusion and equity training
- Oversees volunteer program to engage community members

### **Operations/facilities management**

- Evaluates capital needs and develops strategy for capital investment in The Crest's resources and facilities
- Coordinates with staff and owners of Willow-Witt Ranch and The Forest on key priorities to develop annual and long-term plans for projects, personnel and budgeting of facility improvements and replacements
- Works with property owners to implement conservation planning, protection, and management of the property, consistent with organizational mission
- Oversees program and education evaluation and development with the Education Director

### **Marketing and community outreach**

- Develops annual marketing and fundraising plan
- Issues press releases for major events and leverages important programs and grant awards to highlight the organization's work
- Coordinates with board and volunteers in community outreach opportunities
- Coordinates with business partners
- Oversees monthly newsletters, social media postings, and website for outreach and promotions

### **How to Apply:**

To apply, please submit a resume and cover letter describing your fundraising and management experience to [exec@thecrestatwillowwitt.org](mailto:exec@thecrestatwillowwitt.org). Please attach the requested documents as one pdf and use the subject line ED [your name].

This position is open until filled. We will begin reviewing applications July 10, 2023. Applicants are encouraged to apply early!