



Northwest Area Director Position Guide

About The Trust for Public Land

The Trust for Public Land works to protect the places people care about and to create close-to-home parks -- particularly in and near cities, where 80 percent of Americans live. The Trust for Public Land believes that everyone in America's cities should live within a ten-minute walk of a great park. By employing an integrated four-part approach: Plan, Fund, Protect and Create, The Trust for Public Land's goal is to ensure that every child has easy access to a safe place to play in nature. The Trust for Public Land also conserves working farms, ranches, and forests; lands of historical and cultural importance; rivers, streams, coasts, and watersheds; and other special places where people can experience nature close at hand. Since 1972, The Trust for Public Land has protected more than 3.3 million acres and completed more than 5,400 park and conservation projects.

Washington residents love to get outside—whether for simple sightseeing or active recreation such as boating, biking, camping, kayaking, or hiking. This connection to nature contributes to the state's high quality of life, attracting families and employers. Working from offices in Seattle and Wenatchee, The Trust for Public Land's conservation and park specialists bring local knowledge and expertise to strategic programs including Parks for People and Our Land and Water.

The Trust for Public Land's work in Oregon is concentrated in three regions: around metro Portland - helping to create a system of parks, trails, and natural areas; in central Oregon - working to map, prioritize, and protect irreplaceable river and forest lands; and in the Willamette Valley - partnering with local agencies to give people better access to surrounding nature.

KEY INFO

MISSION

The Trust for Public Land's mission is to create parks and protect land for people, ensuring healthy, livable communities for generations to come.

THE NORTHWEST OFFICE

- *\$3.6 million operating budget*
- *\$1.5 million raised from philanthropy*
- *15 staff*



The Position

The Northwest Area Director is responsible for developing and managing The Trust for Public Land’s programmatic activities throughout the Northwest. The Northwest Area program and staff comprise the regional arm of the national organization and the principal geographic focus areas are Washington and Oregon with offices in Seattle, Wenatchee, Portland and Bend.

The Northwest Area Director reports to the West Division Director and manages and mentors the program and administrative staff. The Northwest Area Director works in close collaboration with the Northwest Director of Philanthropy to raise funding to support the programs and operating costs. The Northwest Area Director is also responsible for working with public/non-profit partners, major donors, the local Advisory Board, and others within The Trust for Public Land organization to enhance opportunities for success of its program. The individual must demonstrate a proven track record working with key individuals in the philanthropic community.

Major Objectives

Within the first 12 to 18 months, the Northwest Area Director will achieve the following:



- Develop a strong understanding of The Trust for Public Land’s core practice areas (Plan, Fund, Create and Protect).
- Establish trust and confidence with the local, regional and national staff, and members of the Northwest Advisory Board.
- Increase the organization’s visibility in the Northwest and develop working relationships with public officials, nonprofit partners, the media, and government entities.

Responsibilities

PHILANTHROPY (35%)

- Work in close coordination with local and national philanthropy staff to cultivate and solicit major gifts from individuals, foundations and corporations.
- Work in partnership with philanthropy staff to create and implement a fundraising plan.
- Working in close collaboration with the Northwest Director of Philanthropy, the Northwest Area Director will manage, develop and inspire the local Advisory Board.
- Serve as the primary face of The Trust for Public Land in the donor community.

PROGRAM DEVELOPMENT AND MANAGEMENT (25%)

- Direct staff and work with program partners, both public and private, to complete existing projects and develop new ones.
- Evaluate new project and program opportunities in conservation vision, conservation finance, conservation real estate, park design and development, and national programs like Climate Smart Cities, green infrastructure, and health, among others.
- Develop and maintain positive relationships with key public and non-profit partners, as well as major donors.
- Collaborate with senior leadership, finance and volunteer leaders in developing and implementing strategies that achieve mission delivery goals, and are compelling and financially viable.

MANAGEMENT/ADMINISTRATION (15%)

- Supervise a team of four direct reports.
- Create a positive working environment for the entire office, strong staff morale and a culture of teamwork and mutual support among all staff.
- Work in and support teams working in a matrix management environment including working with philanthropy and national program staff who do not report to the Director.
- Collaborate with the finance team to develop the state budget and take necessary actions to meet or exceed the targets and maintain a work climate which attracts, retains and motivates a diverse staff of top quality people.

EXTERNAL RELATIONS (25%)

- Represent The Trust for Public Land and build the organization's visibility throughout the Northwest.
- Establish sound working relationships with public officials and staff civic leaders, partner non-profits, the media, the donor community and others.



Qualifications

- A college education and preferably an advanced degree.
- At least 8 years of relevant non-profit work experience including 5 years of demonstrably successful management experience.
- Extensive fundraising experience.
- Excellent leadership and communication skills.
- Familiarity with conservation real estate practices, land conservation policy issues, public finance techniques, government funding practices and procedures, the foundation community, fundraising,

marketing practices, best management practices and budgeting practices.

- An entrepreneurial spirit, initiative, energy, the capacity to lead, mentor and inspire others, the capacity to be both a high performer and a team player, common sense and a sense of humor.
- An ability and willingness to travel as required, and to work flexible hours outside a 9-5 schedule.
- A passionate commitment to the mission of conserving land for people.

Application

The Trust for Public Land has retained Campbell & Company to conduct this search. The Trust for Public Land offers a highly competitive salary, a comprehensive benefits package, and relocation assistance. The team for this project includes Kris McFeely and Colleen Rogers. To be considered for this opportunity, please send a letter of interest and resume to:

Colleen Rogers

Associate Consultant, Executive Search

(312) 896-8906 direct

colleen.rogers@campbellcompany.com

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www.campbellcompany.com

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