



## **Executive Director**

(\$60,000 - \$75,000 depending on experience)

Whiterock Conservancy ([www.whiterockconservancy.org](http://www.whiterockconservancy.org)), a 5,000-acre non-profit land trust founded in 2005, located in rural west-central Iowa along the Middle Raccoon River near the progressive small town of Coon Rapids, Iowa, ([www.coonrapidsiowa.com](http://www.coonrapidsiowa.com)) is seeking a full-time Executive Director.

### **Organizational Overview**

Whiterock was created in 2005 to steward a large, bio-diverse private land donation that includes seven square miles of land along both sides of the Middle Raccoon River as well as the historic Garst Farm visited by Soviet Premier Nikita Khrushchev during the Cold War.

Whiterock's three main programs are: 1) environmental stewardship and restoration of prairie, wetland, woodland, riverine and oak savanna habitats; 2) sustainable agriculture (pasture and crop ground); and 3) low-impact public recreation, including hiking, mountain biking, horseback riding, lodging, camping, event hosting, canoeing, and interpretive events.

Whiterock has endowment and farm income sufficient for minimum operations but relies on grants and donations for internal trail and facilities development, restoration activities, and public programming activities.

**Whiterock's Vision** is to be a place of farmed and natural landscapes, healthy waters, fun in the wild, and innovative ideas. **Whiterock's Mission** is to engage the public with Whiterock's landscape and to develop a full understanding of its values. Land stewardship, agriculture, and restoration activities take place concurrently with developing a variety of ways, both recreational and educational, for the public to interact with Whiterock's unique history and landscape.

**Position Summary:** The Executive Director is responsible for planning, prioritizing, organizing, staffing, directing, and presenting Whiterock's complex mix of education, conservation, and agricultural programs and activities.

### **PRINCIPAL DUTIES AND RESPONSIBILITIES**

1. Serves as the Chief Executive of this non-profit land trust, with full responsibility and authority for the effective day-to-day management and coordination of operations in accordance with policies formulated jointly with the Board of Directors.
2. In conjunction with the Board of Directors and staff, pushes forward with the strategic planning carried out to date, in order to develop and finalize a long-term strategic plan that will include ongoing development of its business model.

3. Refines initial organizational structures, policies, staffing models, communication systems, financial management and budgetary control, record-keeping systems, and work plans in order to implement the strategic plan within budget/time/resource constraints.
4. With support of the Director of Development and Communications and the Board Development Committee, aggressively leads development efforts of the institution via grant seeking and an individual donor program and plays a key role in grant and project formulation, overseeing grant writing and grant administration, cultivation of potential and ongoing supporters, and actively seeking their donations.
5. With the support of the Director of Development and Communications, spearheads efforts to market, promote, and increase awareness of Whiterock, including formulating and ensuring appropriate communication strategies and messages, writing newsletter articles, email communications, and press releases as necessary, speaking publicly at a variety of meetings and events, etc.
6. Hires, trains, coordinates, and supervises staff to carry out the basic operations of the organization, and, when necessary, disciplines and discharges staff. Works with staff to effectively incorporate the efforts of interns and a growing number of volunteers. Evaluates staff and ensures professional development of staff as warranted by organizational needs.
7. Serves as chief advisor to the Board of Directors and keeps the board fully informed, assuring its effectiveness in its policy-making, budgeting, and fundraising roles. Assists the board in recruiting and training board members.
8. Develops and nourishes strategic partnerships with other organizations, such as area economic development and tourism organizations, ag-oriented groups, environmental researchers, county leaders, university research departments, trail user groups, etc.
9. Coordinates, encourages, and supports research and archival efforts related to Whiterock's land base, flora and fauna, land management interventions, tourism numbers, etc.

#### **EDUCATION & MINIMUM KNOWLEDGE, SKILLS, AND ABILITIES**

1. Master's Degree preferable, but must have at least a Bachelor's degree, preferably in a natural resources, sustainable agriculture, nature/environmental center or non-profit management field.
2. Five to seven years as a director or other senior management position at a similar non-profit, with proven leadership, managerial, marketing, writing, financial management, and fund-raising skills.
3. Advanced strategic and analytical skills necessary to be able to understand and manage complex Conservancy operations; help formulate and lead implementation of a strategic plan; plan and oversee land management operations; plan public access programs and evaluate their results; design and administer the budget; understand and use scientific research; and understand and apply appropriate institutional policies and procedures.
4. Advanced communication and interpersonal skills necessary to work with and instruct groups with diverse backgrounds, negotiate contracts for Whiterock, make and discuss proposals with the Board of Directors, solicit funds, and so forth.
5. Ability to communicate effectively in English both verbally and in writing to communicate with staff, visitors, volunteers, donors; to read and understand legal documents and policies; to write policies, procedures, and grants.

6. Must be able to concentrate and pay attention to detail for up to 80% of work time, when developing budget, monitoring Whiterock's financial status, developing and evaluating programs, developing fundraising proposals.
7. Must be able to walk up to 25% of work time when attending and reviewing programs and special events, managing the land, etc.
8. Ability to acquire and maintain an Iowa driver's license to meet with potential donors off site, speak at community meetings, and so forth.

#### **WORKING CONDITIONS**

1. Normal office environment with little or no exposure to adverse working conditions for approximately 70% of work time.
2. Exposure extremes in temperature, variation in weather, etc. when reviewing land and facilities management needs, working public programs, etc. for up to 30% of work time.
3. No exposure to toxic or otherwise hazardous materials.

#### **REPORTING RELATIONSHIPS**

1. Reports to the Board of Directors
2. Responsible for 5-15 staff and more than 50 volunteers.

The above is intended to describe the general content of the requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements. In no way does this job description constitute a contract, implied or otherwise.

#### **BENEFITS**

1. Paid vacation, sick leave, and holidays
2. Health Insurance - Whiterock pays for up to 80% of the individual employee's health care insurance package, which includes general health, dental, and life and disability.

**APPLICATIONS:** Resumes will be accepted through January 18, 2013. All resumes must be accompanied with a cover letter, a writing sample (press release, letter to donors, sample pages from a grant, etc.) and must be emailed to: [sandi.yoder@mchsi.com](mailto:sandi.yoder@mchsi.com). In addition to the required electronic application, hard copies may optionally be sent to:

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