



# Friends of Anacostia Park

## POSITION SPECIFICATION

# Executive Director

## THE OPPORTUNITY

Build a vibrant new organization that uplifts and connects Anacostia Park, a historic national park in Washington, DC, with its neighboring Ward 7 and 8 communities to create exciting opportunities that enhance the park for all.



## FRIENDS OF ANACOSTIA PARK—A NEW CHAPTER

For over 100 years, Anacostia Park in Washington, DC has been the literal and figurative “backyard” for its surrounding community. One of the city’s largest green spaces, the park comprises 1,100 acres situated along the Anacostia River, which is undergoing a renaissance of cleanup, restoration, and use.

The well-traveled park brings together recreational and civic space with the natural environment in a dynamic community rich in African American history. After years of disinvestment, this area is positioned to reimagine how well-designed and activated open space can be part of equitable development that balances the interests of longtime residents and newcomers, as well as conservation and preservation goals.

Friends of Anacostia Park (FoAP) will work in partnership with the National Park Service (NPS) to bring people of all backgrounds together as stewards and advocates shaping the park’s future. The COVID-19 pandemic has heightened the need to increase people’s access to nature and to create environmentally friendly places easily reached by walking, biking, or transit. An active, well-used park also may spark additional investment in neighborhoods and businesses in nearby commercial corridors.

Taken together, these factors make Anacostia Park, in the heart of the Nation’s Capital, an ideal place to vividly demonstrate to the nation how to create an equitable, resilient, and sustainable example of twenty-first century urban civic space.

FoAP is the result of a multi-year effort dedicated to connecting and enhancing Anacostia Park and its neighboring communities. It will fill a long unmet need: a connected, trust-based, partnership-focused organization that can serve the community by collaborating with NPS to realize significant projects, programs, and fundraising on behalf of the park.

The importance of FoAP quickly building positive relationships and relevancy within the local community on behalf of the park cannot be overstated. FoAP must be a connector, convenor, and leader to bring key voices to a common table. The organization will work within multiple racial and cultural contexts and build the trust and support that will carry the park and its neighbors toward new possibilities together.

FoAP is an early-stage start-up nonprofit just beginning to develop its operations, programming, funding, and collaborations with NPS and others. The nascent FoAP board is

dedicated to guiding the organization's launch and early actions and is eager to work with the executive director to develop a structure from which to build trust, grow impact, and support the park for years to come.

FoAP is currently a fiscally sponsored organization and can count on the sponsoring agency for initial financial, administrative, and legal support. FoAP has secured initial operating capital and is actively fundraising toward a three-year \$1.5M start-up goal. The current annual budget is expected to grow steadily under the executive director's leadership as a robust fundraising infrastructure is developed and initial project successes gain momentum.

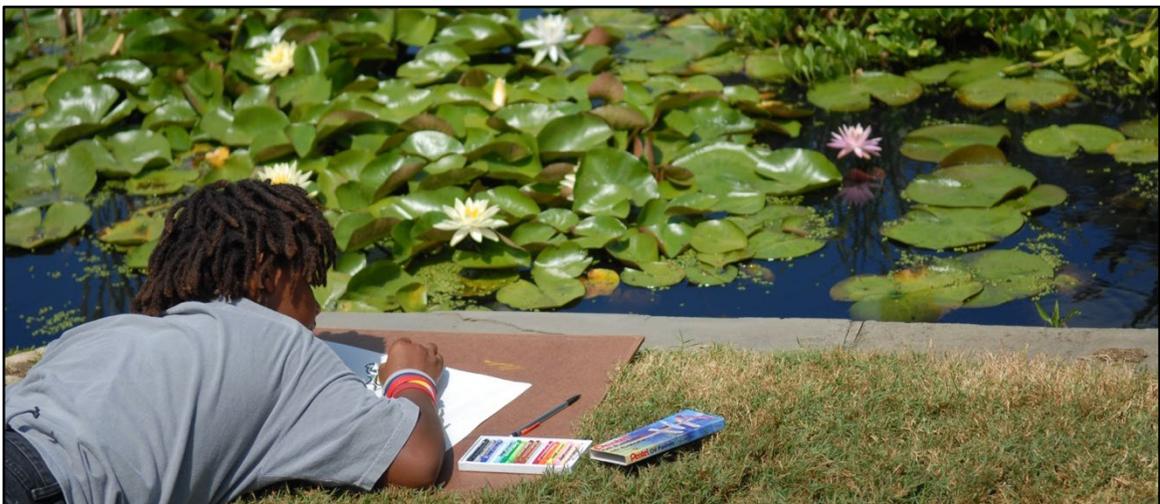
## POSITION SUMMARY

FoAP's founding executive director will have a unique opportunity to create a transformative organization that enhances and supports Anacostia Park for the benefit of local residents and visitors for generations to come.

The executive director will be responsible for organizational management, coordination with NPS, community connections, and various other responsibilities related to start-up, growth, partnership building, and activities. Responsibilities are expected to increase in coming years as the organization gains independence and builds the systems, culture, relationships, and funding needed to grow, connect, and thrive.

To accomplish this work, the executive director must have strong partnership, communication, and relationship building skills, demonstrate an entrepreneurial approach, and have the flexibility, patience, and confidence to work with competing interests and across jurisdictions. The executive director must understand local racial and cultural contexts and work within them to uplift new possibilities for the park, local communities, and the region.

The ideal candidate will be an accomplished organizational and community leader and may come from a variety of career pathways. Preference will be given to candidates whose experience reflects the importance that strong community involvement, relationship building, historical context, and local partnerships will play in the success of the organization. The executive director will be located at a to-be-determined office location within Washington, DC's Wards 7 or 8.



## RESPONSIBILITIES

### *Leadership, Strategy, and Management*

- Articulate and implement a vision for FoAP that combines the opportunities and needs of the community and NPS
- Attract additional high caliber board members with relevant expertise and influence that reflect the diversity of the community and region
- Oversee all start-up activities and operations including facilities, staffing, human resources, legal, accounting, technology, communications, and public affairs
- Develop a talented staff team with a focus on building the organization's capacity for skilled leadership, project and program implementation, partnership building, community engagement, and fundraising

### *Connect the Community and the Park*

- Work with NPS and meaningfully engage community partners to identify and champion projects and programs that benefit the community and the park, with a focus on family, youth, and volunteer constituencies
- Build a foundation for long term trust and collaboration among community organizations, neighboring residents, and the park
- Build effective working relationships with community groups, funders, District government and other government agencies, and other local and regional partners

### *Fundraising and Communications*

- Oversee the development of a diverse funding base and sustainable outreach strategies, including earned revenue, public funds, foundation grants, corporate support, and individual contributions
- Act as the primary spokesperson for FoAP and oversee all public and media relations
- Work closely with the national network of park support organizations to enhance FoAP strategies and impact and raise the visibility of Anacostia Park
- Develop clear, relevant community messaging in support of the park, programs, and partnerships

### *Project and Program Implementation*

- Work jointly with NPS to establish project and program priorities, strategies for effective execution, and annual work plans and collaboration processes
- Collaborate with other government, business, and nonprofit partners to identify and deliver high quality projects and programs within the priorities jointly established with NPS; projects may include infrastructure and landscape rehabilitation, park access and safety, community and family engagement, youth education, and workforce and volunteer development
- Support positive change efforts on land use, open space, and related topics in coordination with NPS and other government agencies and community groups



## COMPENSATION

A competitive compensation package, including a benefits package, will be offered based on experience. The salary range for this position is expected to be \$100,000–\$125,000. Relocation assistance will be offered if necessary.

## TO APPLY

Interested candidates should apply on the sponsoring agency’s recruitment portal by submitting an application and cover letter at this link: [APPLY HERE](#)

Applications will be reviewed as received beginning February 22, 2021. Initial interviews are expected to begin in early March. Applications will be accepted through March 26, 2021.

## ADDITIONAL INFORMATION

For additional information regarding this opportunity, please contact:

Attn: Friends of Anacostia Park  
[partners@nationalparks.org](mailto:partners@nationalparks.org)

**Friends of Anacostia Park is an Equal Opportunity Employer.** We believe that our overall effectiveness is enhanced when equity and inclusiveness are practiced and protected throughout our organizational governance, culture, and staffing. We are committed to leadership in and serving as a catalyst for promoting equity and inclusion in parks and the communities they serve.

*Photos courtesy of the National Park Service and Potrero Group*