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Chief Executive Officer

The Trail Conservancy seeks a charismatic, diplomatic, and visionary CEO to lead the organization into its next chapter of growth and success.



ORGANIZATION BACKGROUND

In partnership with the City of Austin, The Trail Conservancy (TTC) stewards the Ann and Roy Butler Hike-and-Bike Trail and 300 acres of surrounding parkland around Lady Bird Lake—the largest and most complete natural area in downtown Austin. Our mission is to protect, enhance, and connect the Butler Trail for everyone.

We work hard to ensure that the natural habitat of the Trail maintains its native beauty and integrity while enhancing what the Trail offers to visitors and the Austin community. Since its inception in 2003, TTC has invested nearly \$25 million in the Trail, including numerous capital improvements, a host of on-Trail programs, and community engagement opportunities. The Butler Trail is now a lush 10-mile urban path in the heart of Austin and receives more than 5 million visits every year. TTC is proud to continue the work of the dedicated citizens who founded and formed the Trail, and ensure that the park that is the heart of Austin beats on.

OUR VALUES



Community

Champion diversity and access for all.



Collaboration

Cultivate strong partnerships to amplify our efforts.



Environment

Preserve and protect the urban natural setting and our experience in it.



Stewardship

Honor the legacy of the Trail and ensure its vitality for generations to come.



Well-being

Stay safe, be healthy, have fun.



Excellence

Dream big, set a bold vision, and achieve transformative results.



POSITION OVERVIEW

TTC seeks its next Chief Executive Officer (CEO) to lead the organization through a period of opportunity and growth. This is an incredible chance to advance a high-functioning nonprofit organization to its next phase.

The CEO will play a pivotal role in shaping the future of TTC and driving its mission delivery to new heights. The chosen candidate will lead the organization in fundraising, government and public relations, strategic planning, financial accountability, and nonprofit organizational management. They will oversee a dedicated team of 17 staff and a \$7–10 million budget and report to a diverse and engaged Board of Directors.



RESPONSIBILITIES



STRATEGIC LEADERSHIP

- Lead strategic planning for TTC in collaboration with the Board, helping to build a long-range plan to further TTC's mission and drive the organization forward with consistent, sustainable progress.
- Oversee the accomplishment of the goals set by the Board and the strategic plan.
- Unify the community around a shared vision for the Trail through active listening and communication that builds trust, collegiality, and strong working relationships with community members, the City of Austin, funders, and park partners.
- Build and foster positive and collaborative relationships with the other nonprofit park partnerships in Austin to benefit TTC, the other partners, and the City.
- Develop and achieve goals for conservation and sustainability with the City of Austin.
- Identify, prioritize, and deliver high-impact park projects in a timely manner and in collaboration with key park partners.

FUNDRAISING

- Lead and be the face of TTC's fundraising efforts, working with the Chief Development Officer, the Board, and the Development Committee to model innovative fundraising practices that make TTC a national leader in securing funds for public parks.
- Build TTC's earned income capacity and create a significant and sustainable earned revenue stream.
- Build on the existing major capital and endowment fundraising campaigns to grow TTC's fundraising capacity by leading a highly visible capital campaign to develop, maintain, and expand funding from individuals, corporations, and foundations.
- Secure new and significant public grants, including local, regional, state, and federal funding.
- Continue to grow the organization by increasing its fundraising goals year-over-year, including its endowment, large donor gifts, and corporate donors.



ADVOCACY AND PUBLIC COMMUNICATION

- Oversee all government relations activities, primarily with the City of Austin and its City Council, but also with Travis County, the State of Texas, and the federal government.
- Attend relevant meetings of the City Council and its boards and commissions, and present on behalf of TTC at those meetings as needed.
- Oversee all public and media relations as the primary spokesperson for TTC.
- Raise the profile of TTC both locally and nationally by attracting new and more diverse park audiences and elevating the visitor experience.
- Improve visibility, branding, and donor outreach by harnessing social media, garnering local and national press coverage, and presenting at conferences, symposia, and trainings.
- Improve the understanding of Austin residents that TTC is the primary steward of the Butler Trail and Town Lake Metropolitan Park, that it does not receive any funding from the City of Austin, and that it relies on financial support from the community.
- Act as an advocate of and guardian for the preservation of the Butler Trail and Town Lake Metropolitan Park and its cultural, historical, and natural resources.
- Serve as a thought leader throughout the region on conservation, public-private partnerships, green space conservancies, and community engagement.



ORGANIZATIONAL LEADERSHIP AND MANAGEMENT

- Maintain and enhance TTC's positive, inclusive, and equitable workplace culture.
- Supervise and work collaboratively with TTC's Chief Operating Officer to oversee the day-to-day work of the organization, including maintaining oversight of human resources and financial and operational activities, and continuing to build and expand the organization's park operations capacity.
- With the COO and Controller, oversee the annual planning, budgeting, and review process.
- Attract, develop, and retain high-caliber staff as needed to support the organization's work.



BOARD RELATIONS

- Collaborate with and foster a Board of Directors composed of sophisticated, cross-sector leaders who share a passion for the Trail and a desire to see it flourish sustainably.
- Continue and maintain the strong working relationship between staff and the Board
- Recommend internal and external policies, programs, and courses of action for Board consideration.
- Support and work with the Board on major gift fundraising and new donor identification.
- Support identification and recruitment of new Board members.



DESIRED EXPERIENCE AND COMPETENCIES

The Trail Conservancy seeks a strategic, collaborative leader, a successful fundraiser, and a diplomatic advocate and spokesperson. The ideal candidate will have experience building trusted relationships at all levels of government, connecting with the public, fostering collaborative partnerships with other nonprofits, and working effectively with Board members. They will be able to inspire staff and unify the community around a shared vision for the Trail. Above all, they will be dedicated to the mission of TTC and have a passion for public parks.



COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

At The Trail Conservancy, we believe free, equitable, and inclusive access to the Trail is vital to the health and wellbeing of our community. Input from our Trail users, donors, volunteers, advocates, and team members is necessary for the Trail to be a welcoming space and to represent the communities we serve. We are committed to the following principles and beliefs in our effort to protect, enhance, and connect the Butler Trail for the benefit of all.

- We embrace diversity, equity, and inclusion at the center of our daily work and nurture a sense of ownership and belonging for the Trail.
- We advance programs and services that create opportunities for all people to flourish and promote a deeper understanding of our differences.
- We foster an experience where everyone feels they can bring their unique perspective – visible and invisible – to the Trail so that they can be their true selves.
- We listen, remain curious, try new things, speak openly, and act boldly.
- We believe these ideals are best promoted by leadership of diverse backgrounds, experiences, and identities.

TTC provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

INTERPERSONAL SKILLS

- Exceptional interpersonal and communication skills
- Positive, optimistic, personable, charismatic, and transparent
- Able to resolve conflicts and find common ground while supporting and encouraging engagement
- High ethics, integrity, sound professional judgment, and able to maintain confidentiality with tact and discretion
- Adaptable and flexible in the face of changing conditions; able to gracefully handle adversity and uncertainty
- Loves public parks and is deeply committed to the mission of TTC

FUNDRAISING

- Proven track record of large-scale fundraising experience and success, including private philanthropy, foundations, corporate donations, and government funding
- Knowledge and familiarity with fundraising tracking systems, processes, and best practices
- Able to cultivate relationships with Austin and Central Texas' philanthropic and civic leaders and an understanding of local socioeconomic dynamics
- Experience generating and managing earned revenue on behalf of a public-serving nonprofit; experience with earned revenue in park spaces is a plus

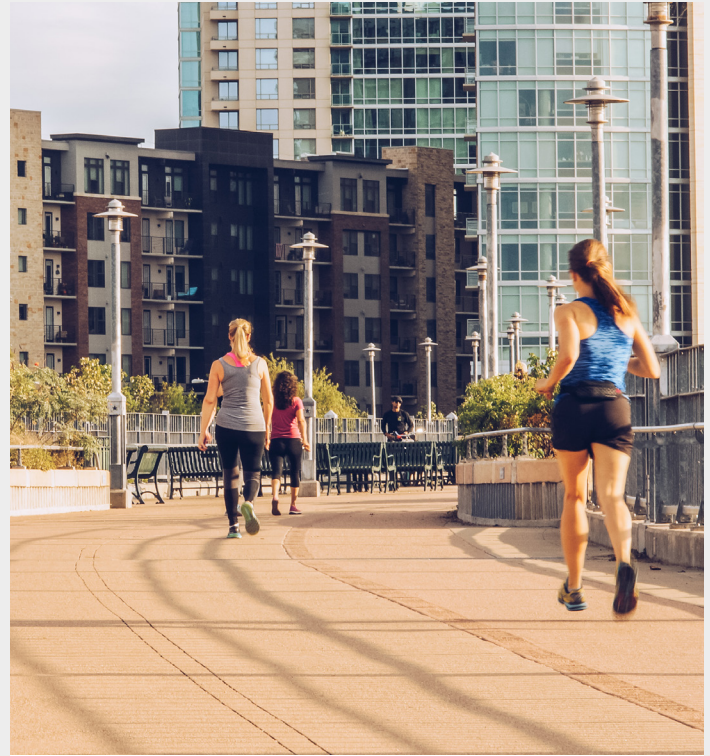
LEADERSHIP AND STRATEGIC VISION

- Confident leadership presence and comfort making efficient, timely decisions
- Entrepreneurial spirit with the ability to translate strategy into meaningful action
- Tolerance for assessing, managing, and moving forward through risk and uncertainty
- Empathetic, diplomatic, and inclusive of various perspectives while also maintaining a strong vision and strategic direction for the organization
- Demonstrated experience managing and developing staff and cultivating effective teams that meet or exceed expected organizational results
- Demonstrates authentic respect for employees at all levels
- Embraces, supports, and is committed to advancing diversity, equity, and inclusion
- Experience working collaboratively with a large group of engaged Board members
- Demonstrated ability to build meaningful, collaborative relationships among diverse groups, including local governments, Board members, donors, leaders of other nonprofit park organizations, conservationists, and culturally and linguistically diverse constituents
- Stellar public speaking skills and excellent oral and written communication. Media savvy. Spanish language skills are a plus
- Clearly articulates and celebrates the societal value of public parks and the importance of urban green spaces



GOVERNMENT RELATIONS

- Experience developing and managing positive relationships with elected and appointed officials
- Ability to lead and implement strategic decision making on public initiatives that might impact TTC
- Experience advocating in support of park initiatives and building public and private support for matters coming before Boards, Commissions, City Councils, and other elected or appointed officials



OPERATIONAL OVERSIGHT AND MANAGEMENT

- Extensive public-private partnership experience
- Skilled in organizational development, administration, and personnel management
- Capable project manager with careful attention to detail and follow-through
- Experience managing a complex budget with multiple funding sources and grant obligations
- Experience managing large, complex projects or initiatives with multiple constituents
- Track record of objective, data-driven strategic and operational decisions; quantitative and qualitative decision making skills



COMPENSATION

This is a full-time, exempt, benefit-eligible position. The anticipated annual salary range for this position is \$175,000-\$210,000, commensurate with experience. Total compensation consists of a base salary plus a performance bonus.

The Trail Conservancy provides a comprehensive benefits package including holiday pay, 120 hours starting PTO, employer-supplemented health benefits package including 100% coverage of employee medical, dental, and vision plans, an optional health savings account (HSA) plan, long-term disability and life insurance, and a 401(k) retirement plan with 2% matching.

LOCATION

This position will work from TTC's office in downtown Austin, TX. Periodic remote work from home is possible.

START DATE

Early 2024

TO APPLY

Visit potrerogroup.com/thetrail to apply. Applications should include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role.



ADDITIONAL INFORMATION

More information about The Trail Conservancy can be found at thetrailconservancy.org.

For additional information regarding this opportunity, please contact:

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Potrero Group is honored to coordinate this search on behalf of The Trail Conservancy. Assisting a world-class conservancy is in perfect alignment with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world. We are committed to equitable and inclusive practices in all of our work.

To join our mailing list and be notified of future opportunities, please visit

PotreroGroup.com