

## Executive Director

Tri-Valley Conservancy seeks a strategic, visionary Executive Director to advance the organization's land conservation, advocacy, and support for the vibrant culture and economy of its beloved wine country. This is an opportunity for an accomplished leader with a deep commitment to the local landscape and community to lead the Conservancy into its next chapter and enhance its legacy.



## Organization Background

Tri-Valley Conservancy is an accredited nonprofit land trust protecting and advocating for agricultural land and open space in the California Bay Area. Its mission is to promote economically sustainable vineyards and orchards and increase permanently protected, biologically diverse open spaces for current and future generations and wildlife. It works primarily in the agricultural and open space region of the South Livermore Valley. Since its founding in 1994, TVC has protected more than 5,400 acres to ensure local wine and food production, connect people to the outdoors, and maintain clean water and fresh air.

TVC's strategic initiatives focus on land conservation, advocacy, promoting access to open space, and supporting local agriculture. TVC holds conservation easements to preserve and steward critical land in perpetuity and to safeguard urban growth boundaries. It advocates for policy proposals and ballot initiatives that benefit conservation and local agriculture. TVC supports infrastructure projects that help people access and enjoy the region's wine country and open space, and its Discovery: Youth in Nature program connects the next generation with the outdoors. TVC promotes agricultural sustainability and ensures a thriving wine region by offering research, resources, and industry support to local winegrowers and winemakers.

Tri-Valley Conservancy has an annual budget of \$1.5M and a \$24M endowment. It has an engaged 12-member Board of Directors with a breadth of experience relevant to its mission. TVC employs four staff, including the current Interim Executive Director, Communications Manager, Conservation Manager, and Conservation Program Associate. There are plans to hire a Bookkeeper/Office Manager.



## Position Overview

The Executive Director will play a pivotal role in continuing Tri-Valley Conservancy's legacy of conservation, advocacy, and impact. They will lead the organization in executing its strategic plan, overall nonprofit operations, and program management while balancing resources and priorities among multiple concurrent projects. The Executive Director will build relationships, foster partnerships, and promote TVC in the community, among landowners and industry representatives, and with government agencies and officials. They will maintain financial accountability for the organization's \$1.5M annual budget, steward the organization's \$24M endowment, and lead its fundraising efforts. They will oversee a small, dedicated staff and report to a diverse and engaged Board of Directors.

# Responsibilities



## Staff Management

- ☑ Manage, lead, and support a small team, including maintaining clear, open communication and facilitating regular staff meetings.
- ☑ Maintain and enhance TVC's positive workplace culture, including advancing diversity, equity, inclusion, justice, and cultural humility in all aspects of the organization to ensure a welcoming working environment for all.
- ☑ Ensure consistent implementation of HR policies and effective practices, including up-to-date position descriptions, annual work planning, and regular performance evaluations.
- ☑ Attract, hire, and retain high-caliber staff as needed to support the organization's work.
- ☑ Identify and leverage professional development and performance improvement opportunities.
- ☑ Retain and manage consultants to support the organization when needed.

## Operational and Financial Oversight

- ☑ Manage the day-to-day work of the organization, including maintaining oversight of human resources, financial and operational activities, and advancing the organization's programmatic work.
- ☑ Steward an annual budget of \$1.5M and a \$24M endowment, ensuring systems are in place to meet financial management standards.
- ☑ Lead the annual planning, budgeting, and review process with the support of the Bookkeeper, and ensure sustainability through thoughtful and realistic ongoing budget monitoring.
- ☑ Ensure the necessary systems are in place to sustain TVC's Land Trust Alliance accreditation.
- ☑ Recommend, implement and maintain financial policies including investments and other financial and legal matters.
- ☑ Bear responsibility for negotiations and accountability regarding all contracts including outsourced ggo and audit consultant(s).



## Program Management

- ✔ Spearhead all government relations activities, primarily with the City of Livermore and other local municipalities, as well as with Alameda County, the State of California, and the US government.
- ✔ Oversee TVC's conservation efforts, including conservation easements, ongoing stewardship, and cooperative projects with other organizations.
- ✔ Lead advocacy campaigns to advance TVC's conservation priorities. In partnership with the board and staff, deliver consistent, well-researched environmental advocacy focusing on land use projects, policy proposals, ballot initiatives, and local or regional programs.
- ✔ Write comment letters, make public comments, meet with elected officials and staff, and coordinate with partners. Translate policy and project development into advocacy actions to present to and engage with constituents.

## Strategic Leadership

- ✔ Partner with the Board of Directors to develop, execute, and achieve strategic priorities to further TVC's mission.
- ✔ Ensure annual organizational goals align with strategic goals, mission, and vision.



## Board Relations

- ✔ Serve as an active non-voting participant of the board. Attend and support board and committee meetings, and prepare materials as required for meetings.
- ✔ Maintain a strong working relationship and effective communication between the board and staff.
- ✔ Support the implementation of board policies and board handbook updates.
- ✔ Coordinate and partner with the board on major gift fundraising and new donor identification.
- ✔ Assist the Governance Committee in identifying, recruiting, and developing new board members.



## External Affairs

- ☑ Develop strategic partnerships and maintain relationships with various constituents, including elected representatives, government staff, landowners, farmers, vineyard operators, developers, chambers of commerce, service organizations, schools, nonprofit partners, and community members.
- ☑ Serve as TVC's spokesperson in public, media, and donor relations. Be its primary storyteller and champion, making the case for support.
- ☑ Attend relevant meetings of municipal, county and state councils, boards, commissions, and agencies, and present on behalf of TVC at those meetings as needed.
- ☑ Coordinate community presentations, develop a tabling strategy, and represent TVC at community events.
- ☑ Ensure TVC has an inclusive and approachable presence in the community.



## Fundraising

- ☑ Develop the case for support, including crafting the messaging, talking points, and materials with support from the Communications Manager.
- ☑ Update and execute the annual fundraising strategy to ensure sustainable long-term funding streams.
- ☑ Form relationships with current and prospective donors, including individuals, foundations, and corporations.
- ☑ Develop an annual events calendar in support of developmental goals. Hire, manage, and support event planning consultants as needed for larger events. Personally plan, manage, and conduct outreach for smaller events in coordination with staff.
- ☑ Source major grants in support of strategic objectives.



# Desired Experience and Competencies

This role is an exceptional opportunity for a visionary leader to contribute to Tri-Valley Conservancy's work and make a lasting impact on the Tri-Valley region. TVC seeks a strategic, capable, and committed leader. The ideal candidate will be a skilled executive with the ability to lead and support a small, dedicated team. They will have experience building trusted relationships at all levels of government, connecting with the public, fostering collaborative partnerships, and working effectively with board members. The next Executive Director will be a diplomatic advocate and spokesperson and an avid supporter of land conservation, sustainable agriculture, and community engagement.

## Executive Leadership

- ✔ Aligned with Tri-Valley Conservancy's mission, vision, and strategic direction
- ✔ Demonstrated successful nonprofit leadership and management experience in governance, finance, project oversight, human resources, fundraising, and public speaking
- ✔ An effective and inspiring manager of staff and a collaborative, supportive partner to the Board of Directors
- ✔ Committed to equity and inclusion and experienced in advancing DEI initiatives in the workplace
- ✔ Highly self-motivated, able to manage workload and achieve results, excellent project management, planning, and analytical skills

## Interpersonal Skills

- ✔ Collaborative and people-oriented with strong empathy and listening skills
- ✔ Clear, compelling written and verbal communication skills
- ✔ Able to work comfortably and build bridges with diverse individuals and opposing interest groups
- ✔ Demonstrated political acumen and sound judgment
- ✔ Excited to embed in the local community and capable of building strong relationships with constituents, including elected and appointed officials, landowners, industry liaisons, and the public

## Operational Management

- ✔ Flexible, adaptable, and willing to assist with day-to-day operations
- ✔ Experienced with financial management, including oversight of budget forecasts, accounting systems, and an investment portfolio
- ✔ Successful fundraising experience with diverse entities such as public grants, private foundations, and individual donors

## Programmatic Expertise

- ✔ Passionate about open space, conservation, and/or environmental outcomes
- ✔ Understands the role and value of working lands, especially vineyards, orchards, and rangeland
- ✔ Experience effectively partnering with or working for city, county, state, and federal government entities
- ✔ Familiar with or experienced in land use planning and energized by placemaking: improving and activating public spaces with the goal of creating vibrant, inclusive, and functional communities
- ✔ Entrepreneurial with a foundational understanding of economics, industry dynamics, and business development
- ✔ Interested in winemaking, local food, sustainable agriculture, and regional tourism



## Compensation

This is a full-time, exempt, benefit-eligible position. This position's anticipated annual salary range is \$150,000–\$200,000, commensurate with knowledge, abilities, and experience. Relocation support is available.

Benefits package overview:

- Twelve vacation days annually in years one through four of employment, 15 days of vacation in years five through ten of employment, and 20 days of vacation annually beyond ten years of employment. The maximum accrual is 1.5 times your annual accrual rate.
- Six days of sick leave annually. The maximum accrual is six days.
- Twelve paid company holidays: New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving Day, and Christmas Day plus four adjacent days.
- \$5,000 annual professional development budget.
- One to two executive coaching sessions each month for the first six months to a year
- Comprehensive medical, dental, and vision package. TVC pays 85% of the monthly premium for medical and offers a broad range of plans. Dental and vision coverage are at no cost to the employee. TVC does not pay any portion of dependent coverage.
- 403(b) retirement plan, including employer matching starting at 4% after 30 days of employment and maxing out at 6% at the start of the third year of employment.

## Location and Requirements

The Executive Director will work from the Tri-Valley Conservancy's offices in Livermore, CA. Periodic remote work is possible. Occasionally attending events in the evening or on the weekend is expected.

## To Apply

Please visit [potrerogroup.com/tri-valley](https://potrerogroup.com/tri-valley) and select "Apply Here." 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.

## Start Date

Late summer / Early fall 2024



## Additional Information

More information about Tri-Valley Conservancy can be found at [trivalleyconservancy.org](http://trivalleyconservancy.org).

**For additional information regarding this opportunity, please contact:**

Jena Kuznik

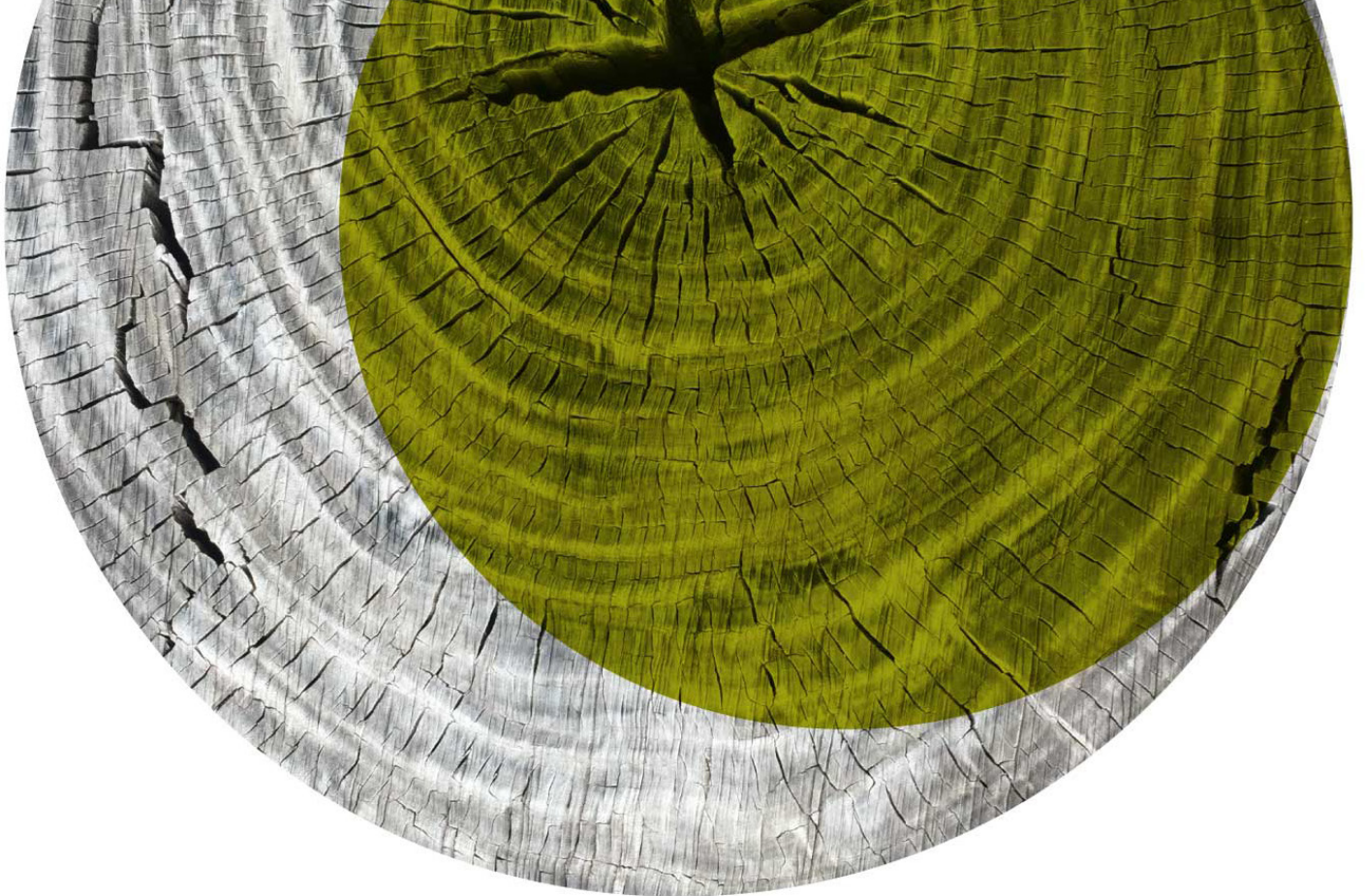
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### Tri-Valley Conservancy is an Equal Opportunity Employer

Tri-Valley Conservancy prohibits discrimination because of race, religion, gender, national origin, ancestry, color, language, age, marital status, sexual orientation, gender identity, gender expression, reproductive health decision making, physical or mental disability, medical condition, genetic information/characteristics, veteran status, political affiliation, or any other characteristic protected by federal, state, or local law. This policy of nondiscrimination applies to all employment practices, including recruitment, hiring, compensation, benefits, promotion, training, transfer, discipline, layoff, recall, and termination.



Potrero Group is honored to coordinate this search on behalf of Tri-Valley Conservancy. We support innovative leaders and organizations making a difference in the world by providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. We are committed to equitable and inclusive practices in all of our work.

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[PotreroGroup.com](https://PotreroGroup.com)