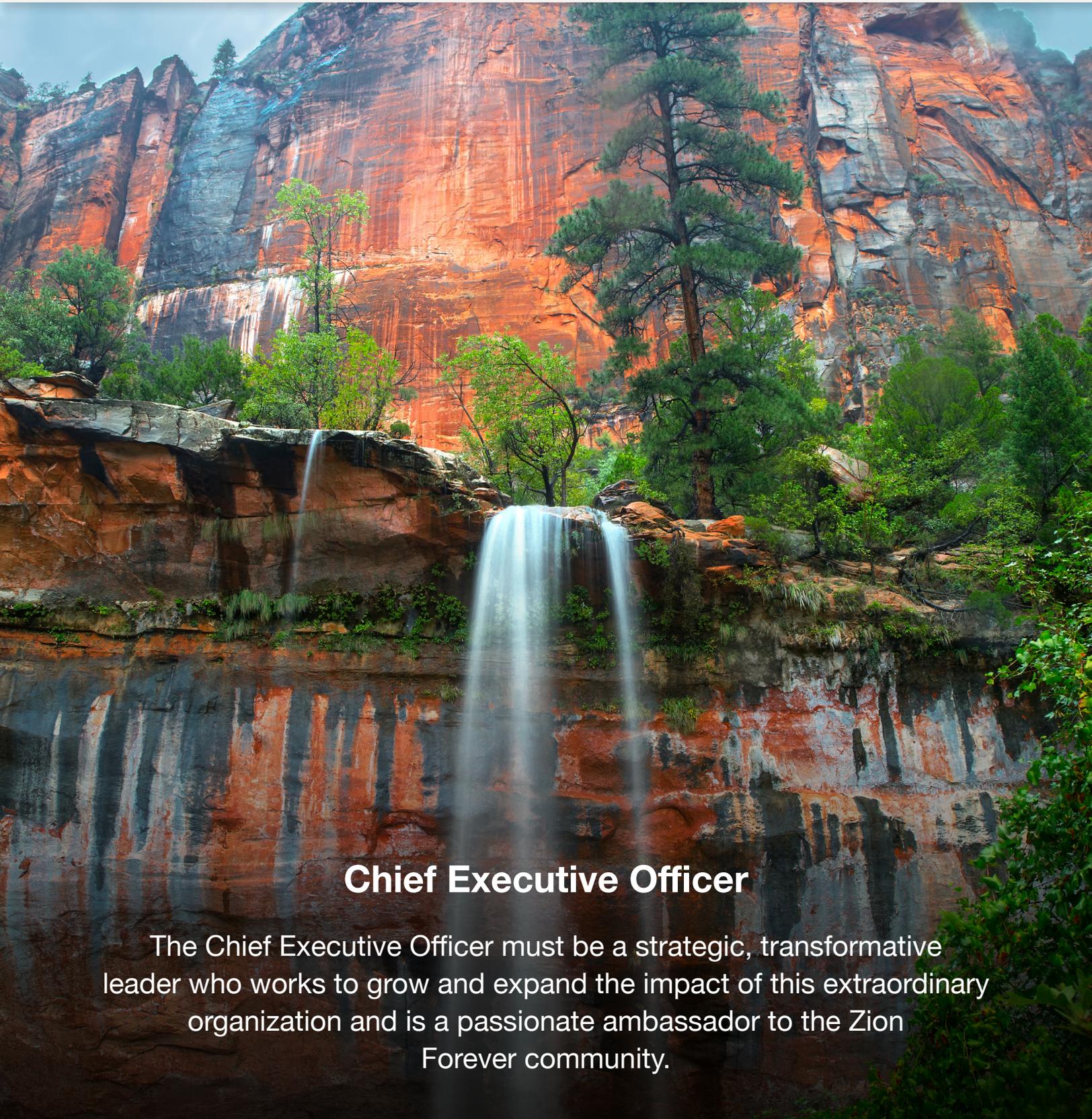




**ZION  
NATL PARK  
FOREVER  
PROJECT**

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GROUP



## **Chief Executive Officer**

The Chief Executive Officer must be a strategic, transformative leader who works to grow and expand the impact of this extraordinary organization and is a passionate ambassador to the Zion Forever community.



## Organization Background

The Zion National Park Forever Project traces its roots back to 1929, when a group of citizens living at the gateway to the park formed the Zion Natural History Association and focused their efforts on chronicling the canyon's past and ensuring its future. Reflecting their love and passion for the park, they began providing visitors with accurate and inspiring information. Their interpretive materials were designed to enhance the visitor experience in Zion and to educate visitors about the unique natural and human history of the canyon that has been a sanctuary for 10,000 years.

Today, the Zion Forever Project (ZFP) is one of the nation's most successful partners to the National Park Service and other federal, state, and local agencies. With an annual budget of over \$13 million and 60 employees, the organization is rapidly growing in impact, scope, and complexity. Retail operations, publishing, park store sales in visitors centers, and on-line retail sales account for a large amount of the organization's expenses and income. ZFP partners not just with Zion National Park, but Cedar Breaks National Monument in southern Utah and Pipe Spring National Monument in northern Arizona. The Zion Forever Project provides strategic investment in natural and cultural resource preservation and protection at all three federal sites, ensures exemplary guest experiences, and delivers education programs empowering the next generations of park stewards to work toward a sustainable future.

The organization has been led by a talented long-term executive director who will retire at the end of the year. The next leader will need to add to the existing culture and employ professional business and leadership skills to advance the organization's strategic, operational, retail, fundraising, marketing, and financial practices to the next level of impact and success.



## Position Overview and Responsibilities

The Zion Forever Project seeks a visionary leader to drive the organization forward in its mission to support these treasured public lands. The CEO will be responsible for stewarding the ongoing operations and financial health of the organization, as well as driving its long-term strategy. They will lead a large and dedicated team of staff, collaborate with an active and engaged Board of Directors, and serve as the voice and face of the organization, frequently communicating to the media and high-level partners. The CEO will oversee the development and implementation of programs, large retail operations, and the maintenance of strong relationships with partner organizations.

The Zion National Park Forever Project engages in collaborative efforts with federal agencies, gateway communities, and guests to create connections to the Greater Zion Landscape that lead to lifelong stewardship. By establishing business and agency partnerships, encouraging collaborative innovation, expanding educational opportunities, funding tangible projects, and leveraging resources, the Zion Forever Project is building the next generation of leaders and stewards.

# Focus Areas



## Organizational Leadership, Strategy, and Management

- Collaborate with a high-level Board of Directors (the Board) composed of sophisticated, cross-sector leaders who share a passion for Zion National Park and the region.
- Collaborate with the Board to develop the organization's strategic goals and oversee an annual planning, budgeting, and review process that engages new ideas through an entrepreneurial mindset.
- Collaborate with the Board to identify and prioritize projects and initiatives that enable transformative change to emerge within the organization and its partners.
- Grow and build a team mentality and reinforce a positive and equitable workplace culture that flourishes with a diversity of voices and experiences.



## Financial Management and Fundraising

- Maintain full accountability for coordinating, developing, and monitoring the organization's budget and revenue streams, retail operations, balancing short-term program goals and long-term resource needs to broaden and deepen the organization's impact.
- Oversee and assist with the production of routine reports, including quarterly board reports, annual reports, and annual financial audits.
- Secure, maintain, and expand funding from retail operations, park stores, high-net-worth individuals, corporations, foundations, and public partners.
- Secure, maintain, and expand funding from state and federal agencies and other public granting institutions, including overseeing grant proposals.
- Work with the Board to build the organization's capacity to raise large gifts to support Zion National Park.



## Staff and Operational Leadership

- Lead, collaborate with, and support a large staff.
- Continue building and expanding the organization's retail operations and earned revenue streams.
- Attract, develop and retain high-caliber staff as needed to support the organization's work.
- Support the development of powerful new business operating systems that use KPIs, metrics, and reporting to manage accountability and enhance the functioning of the rapidly growing organization.



## Board Relations

- Work effectively with the Board of Directors.
- Steward the Board to define and identify appropriate engagement opportunities and accomplish objectives collaboratively with organizational staff.
- Support and maintain effective relationships between the staff and Board of Directors.



## Relationship Building and Partnership Development

- Continually foster a culture of partnership, communication, trust, and goodwill within the organization and with its National Parks partners, Bureau of Land Management, funders, park constituencies, community partners, and other nonprofits.
- Be a welcoming ambassador of the mission to all stakeholders of the Zion Forever community and deepen and expand ties nationwide.
- Work alongside critical partners to promote the Zion Forever Project's operational goals and strive toward shared goals for conservation and sustainability.
- Build and maintain effective collaborative relationships with institutional and individual conservation partners essential to the Zion Forever Project's partners.
- Respond to partner institutions' priorities, views, and concerns and support their interests and needs through the organization's work.
- Cultivate strong relationships with key connections at government agencies to share information, foster trust and credibility, and secure support.

A condor with its wings spread wide, perched on a rocky ledge overlooking a valley. The bird is the central focus, with its dark feathers and light-colored head clearly visible. The background shows a rugged landscape with green trees and a deep valley.

# Desired Experience and Competencies

The ideal CEO will have an extensive background in management and leadership, including a track record of progressive leadership positions with effective operational and financial oversight, successful fundraising, and developing dynamic new programs and innovations to drive organization growth. They must be motivated by a clear and driving passion for conservation, public lands, and partnership.

The ideal candidate may come from a variety of career pathways. Excellent interpersonal skills are essential, including staff leadership and development, a diplomatic approach to collaborating with the Board, and the ability to cultivate strong relationships with partner institutions. The successful candidate will be a visionary leader with the strategic ability to chart a path forward and the attention to detail to execute the operational steps needed to ensure success. Executive business and leadership skills, paired with a creative, collaborative, and entrepreneurial approach, are essential. A bachelor's or advanced degree, or equivalent work experience, is preferred.

## Management and Strategic Vision

- A track record of meeting or exceeding expected organizational results in positions of increasing responsibility and authority
- Deep commitment to the mission of the organization and the conservation of the natural world
- Experience managing large, complex projects or initiatives with multiple stakeholders
- Track record of objective, data-driven strategic and operational decisions; quantitative and qualitative decision-making skills
- Embrace, support, and demonstrate a commitment to advancing diversity, equity, and inclusion

## Leadership and Collaboration

- Career advancement based on robust leadership skills and the ability to inspire and motivate others
- Demonstrated staff leadership and development experience, especially working with a team to accomplish operational and program outcomes
- Track record of establishing goals and objectives and then holding themselves and others accountable for achieving the results
- Experience working collaboratively with a large group of engaged board members
- Able to maintain and engage a wide network of partners and stakeholders, delivering clear communication, a professional media presence, and working to build cohesion

## Operational Oversight

- Skilled in organizational development, administration, and personnel management
- Capable project manager with careful attention to detail and follow-through
- Excellent oral and written communication skills and comfort with public speaking
- Experience managing a complex budget with multiple funding sources and grant obligations
- Demonstrated fundraising experience from both public and private sources, including a successful track record in grant writing and developing strong partnerships with federal agencies
- Experience with retail operations and earned revenue.

## Interpersonal Skills

- Empathetic, diplomatic, and inclusive of various perspectives; able to resolve conflicts and find common ground
- Able to deeply listen to and acknowledge stakeholder viewpoints and support their engagement, while also maintaining a strong sense of vision and strategic direction for the organization
- A confident leadership presence, comfort making decisions and maintaining strong convictions while remaining open to the ideas of others
- Positive, optimistic, personable, charismatic, and transparent
- High ethics, integrity, sound professional judgment, and ability to maintain confidentiality with tact and discretion
- Adaptable and flexible in the face of changing conditions; tolerance for adversity and uncertainty



## Compensation

A competitive compensation package, including a comprehensive benefits package, will be offered based on experience. The anticipated annual salary range for this position is \$175,000–\$225,000.

## Location

The CEO will work on-site at Zion National Park in southern Utah. Periodic remote work is possible. Regular travel is expected.

## To Apply

Please visit <https://potrerogroup.com/executive-search/zionforever> and select “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.

## Start Date

Late 2022



## Additional Information

More information on the Zion Forever Project can be found at <https://zionpark.org>

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

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**Zion Forever is an Equal Opportunity Employer.**

At the Zion Forever Project, we recognize that our effectiveness is enhanced when equity and inclusiveness are practiced and protected throughout our organizational governance, operations, culture, and staffing. The Zion Forever Project is committed to building a diverse community that is inclusive of people from all backgrounds. The Zion Forever Project does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity or expression, age, genetic information, disability unrelated to job or admission requirements, or veteran status.



Potrero Group is honored to coordinate this search on behalf of Zion Forever. Supporting a world-class park partner organization 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 our work.

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