



Search Conducted By



Executive Director

The Manassas Battlefield Trust seeks a strategic, resourceful, and results-driven Executive Director to lead its mission to protect, preserve, and enhance Manassas National Battlefield Park.



Organization Background

The Manassas Battlefield Trust is the official nonprofit philanthropic partner of the Manassas National Battlefield Park, a 5,000+ acre unit of the National Park System situated 25 miles west of Washington D.C. The Trust supports the park in preserving the American Civil War sites of the First and Second Battles of Manassas for the inspiration, education, and enjoyment of this and future generations.

Through a public-private partnership to encourage and manage philanthropic investment in Manassas National Battlefield Park, the Trust ensures the park is widely recognized, valued, protected, and supported in its mission. It builds public support by leading community engagement, service projects, education programs, advocacy efforts, and sponsorships. In close collaboration with Park leadership, the Executive Director and Trust board identify priority programs and projects where private philanthropy can have the greatest impact, such as land and historic preservation, youth education, archaeological research, and recreation.

HISTORY MATTERS

In July 1861, the First Battle of Manassas shattered the public's expectation of a short, easily-won war. The Second Battle of Manassas, in August 1862, ended in a clear Confederate victory, bringing the South to the height of its power at a time when the outcome of the war was still uncertain. Together, the battles caused 27,000 casualties, making Manassas one of the deadliest battlefields of the Civil War. Today, the Manassas Battlefield Trust works to preserve and share this powerful history.



Position Overview

The Executive Director serves as the guiding force for the Manassas Battlefield Trust, shaping and carrying out a clear vision through the efforts of staff, board members, volunteers, and supporters. Working closely with the Board of Directors and in partnership with National Park Service leadership, the Executive Director develops and refines strategies that strengthen the Trust's support for Manassas National Battlefield Park and ensures the organization has the resources to achieve its goals.

As a skilled fundraiser and relationship builder, the Executive Director will lead efforts to secure the philanthropic and institutional support that sustains the Trust's programs and future growth. This leader will also oversee the organization's operations, ensuring effective execution and alignment. As the primary ambassador for the Trust, the Executive Director will strengthen the organization's visibility, credibility, and influence with partners, donors, and the broader community. By cultivating meaningful partnerships across the public, private, and nonprofit sectors, and by inspiring and empowering staff, board members, and volunteers, the Executive Director will expand the Trust's impact for generations to come.

Responsibilities



Leadership

- Lead the implementation of the Trust's mission and vision in alignment with Manassas National Battlefield Park.
- Partner with the Board of Directors to craft organizational goals, develop strategies, establish annual budgets, and identify fundraising targets.
- Collaborate with the board, Trust staff, and park staff to coordinate planning, identify and prioritize strategic projects, and prepare the Annual Work Plan in accordance with National Park Service regulations.
- Serve as the principal resource to the board and its committees, providing clear updates and guidance on strategy, finances, operations, and policies.
- Represent the Trust and support the park, effectively communicating the park's values, needs, and importance.



Fundraising

- Create and implement a comprehensive fundraising strategy to secure diverse, sustained funding streams and support the organization's mission and financial health.
- Lead all fundraising efforts by identifying, cultivating, soliciting, and stewarding individual, institutional, and corporate donors and funders.
- Develop and manage a portfolio of 75 to 100 major donor prospects capable of gifts of \$1,000 or more to support strategic priorities and annual operations.
- Oversee funding proposals, grant applications, and proposal requests to public and private sector sources and ensure the appropriate reporting and administration of funds and projects.
- Foster a strong culture of philanthropy by involving board members, staff, and volunteers in donor engagement to expand the Trust's reach and impact.
- Support public events to raise funds and awareness.
- Utilize the Trust's Customer Relationship Management software (DonorPerfect) to deploy a data-driven approach to donor engagement and board reporting.



Partnership Management

- Strengthen collaboration with National Park Service leaders and staff to advance shared priorities for Manassas National Battlefield Park.
- Represent the Trust with professionalism and integrity, deepening relationships with partners, donors, volunteers, public officials, and the community.
- Develop, participate in, and sustain a collaborative network of local and national public and private partners, including strategic relationships with corporate, nonprofit, philanthropic, and government entities, to advance the Trust's and the park's mission and to expand the Trust's reach and impact.
- Engage local business, civic, and community leaders to raise visibility and generate support for the Trust's programs, fundraising, and advocacy.
- Support advocacy efforts and build relationships with key elected and appointed public officials to support and defend the park locally, throughout the Commonwealth of Virginia, and nationally.



Organizational Oversight

- Ensure the Trust operates with sound fiscal management and organizational integrity in alignment with board policies.
- Work with the board, staff, and accountant to develop the annual budget, including fundraising goals. Monitor fiscal performance, ensure budget compliance, and mitigate financial risks.
- Assess organizational capacity to achieve strategic goals, addressing gaps in systems, staffing, and resources as needed.
- Build and retain a lean, high-performing team, overseeing staff recruitment, development, and performance management.
- Foster a collaborative, effective, and mission-driven culture across staff, board, and partners.
- Design and oversee programs that build support for the park and educate the public on the meaning, legacy, and importance of the Battles of Manassas and the American Civil War.
- Help the park acquire, conserve, or restore significant historic buildings, objects, landscapes, and sites associated with the battles, and improve the trail, recreational, and interpretive experiences.



Desired Experience and Competencies

Leadership

- Demonstrated experience leading teams and organizations
- Strategic and practical with the ability to balance complex realities and an ambitious vision
- An inspirational and mission-driven leader who engages others and builds broad support
- A clear and compelling communicator who inspires confidence and unites people around shared goals
- Forward-thinking and innovative, with the foresight to create long-term vision, identify opportunities, and address challenges
- A curious, creative, and entrepreneurial problem-solver
- Demonstrated integrity, sound judgment, accountability, wisdom, and flexibility

Fundraising

- Results-oriented, experienced fundraiser with a proven ability to generate meaningful financial support
- Demonstrated success in developing and executing comprehensive fundraising strategies aligned with organizational needs and strategic priorities
- Committed to overseeing comprehensive grants management, including proposal submission and fund administration and reporting, leveraging diverse funding streams, such as grants, events, and sponsorships, to secure philanthropic support for the Trust's strategic priorities and operations
- Dedicated to building lasting relationships that lead to broad investment and lasting impact
- Skilled in identifying, cultivating, and soliciting individual, corporate, and institutional donors
- Proven track record of securing major gifts of \$10,000+ and building long-term relationships with high-net-worth donors
- Committed to fostering a culture of philanthropy across staff, board, and volunteers

Partnership Management

- Relationship-oriented and skilled at cultivating and sustaining partnerships that advance shared goals
- Collaborative and diplomatic, able to engage diverse partners across sectors and mobilize resources through meaningful engagement
- Proven record of developing and maintaining community partnerships that expand reach and impact
- Respected and trusted representative with a strong external presence and network-building skills
- Exceptional interpersonal and communication skills, with the ability to address sensitive issues with tact, transparency, and composure
- Experience in influencing policy and generating public support for initiatives
- A strong advocate for parks, conservation, and public spaces as vital community assets

Organizational Oversight

- Practical, adaptable, and results-oriented with the ability to turn strategy into action
- Demonstrated experience maintaining fiscal integrity and operational efficiency within a mission-driven organization
- Strong financial management skills, including budgeting, performance monitoring, and risk mitigation
- Experienced in evaluating programs, metrics, and systems to ensure organizational effectiveness
- Minimum of five years' experience supervising staff, with a commitment to professional growth and team development
- Collaborative team-builder who fosters accountability, alignment, and a high-performing, mission-driven culture
- High energy, fair, thoughtful, with a sense of fun and adventure



Compensation

The anticipated annual salary range for this position is \$85,000 to \$105,000, commensurate with experience.

Location

The position will be based at the Manassas Battlefield Trust office in Manassas, Virginia, with flexible work arrangements possible.

The Executive Director is required to travel regularly to attend donor, partner, board, and committee meetings, as well as fundraising events and conferences. Donor and partner meetings are primarily conducted within the Virginia-Maryland-DC area, though travel to other regions is possible and desirable. The Executive Director is expected to work flexible hours as necessary.

To Apply

Please visit potrerogroup.com/mbt 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

Spring 2026



Additional Information

More information on the Manassas Battlefield Trust can be found at manassasbattlefield.org.

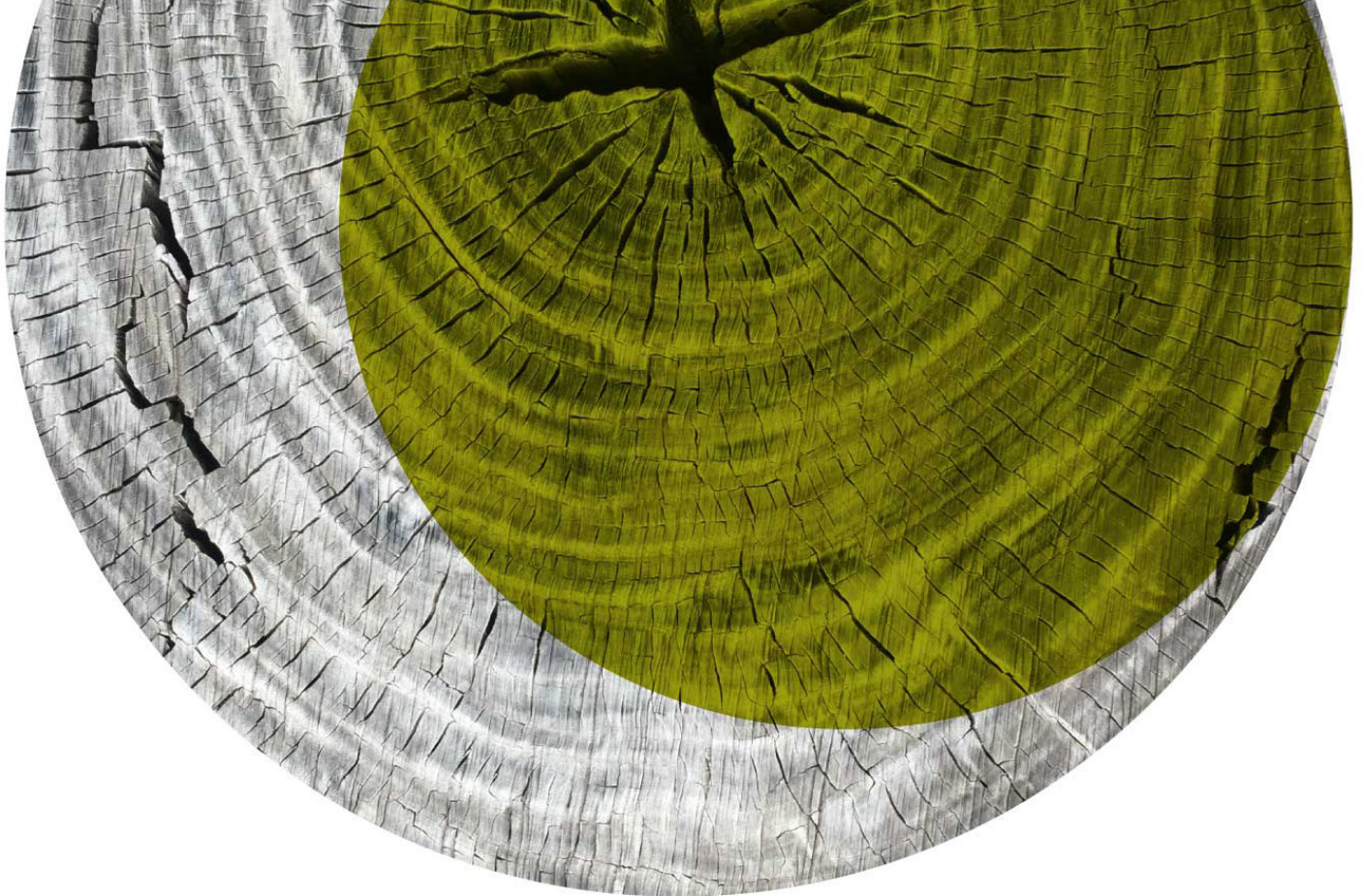
For additional information regarding this opportunity, please contact:

Jena Kuznik

Senior Consultant

jkuznik@potrerogroup.com





Potrero Group is honored to coordinate this search on behalf of the Manassas Battlefield Trust. We support innovative leaders and organizations making a difference in the world with strategic planning, facilitation, organizational development, and board and executive search services. We are committed to equitable and inclusive practices in all of our work.

To join our mailing list or for more information visit:

PotreroGroup.com