



# PARKS CALIFORNIA

POSITION SPECIFICATION  
Vice President of  
Operations & Finance

## THE OPPORTUNITY

Parks California seeks a Vice President of Operations and Finance to run day-to-day operations and manage the financial systems for a new statewide philanthropic partnership organization working to support one of the largest and most diverse park networks in the world.

SEARCH CONDUCTED BY





## ORGANIZATION BACKGROUND

Parks California is an ambitious new organization working to ensure that our state's parks thrive. From redwood groves and desert springs to lighthouses and ghost towns, we're working with our partners to make California parks more welcoming, accessible, and relevant to all visitors.

Managing these assets for nearly 40 million residents and millions more annual visitors takes collective work. Park managers cannot do it alone. Parks California will harness skills and resources—and California's renowned ingenuity—to help our state, regional, and local parks thrive and evolve.

Formed after extensive consultation with hundreds of stakeholders, park executives, and philanthropic leaders, Parks California will stimulate and support innovative public-private partnerships that raise the visibility of California's parks and their partners, inspire passionate support for public lands, and set trends for the future of parks. Parks California will attract new public and private funding, and provide expertise and entrepreneurial approaches to high-priority projects and programs developed and implemented in collaboration with the Department of Parks and Recreation (Department) and other park districts across the state. Parks California will coalesce a diverse set of partners to make this vision a reality. Parks California is committed to supporting and promoting diversity, equity, and inclusion throughout the organization and its programs.

## POSITION OVERVIEW

Parks California's first Vice President (VP) of Finance and Operations will run day-to-day operations and manage the financial systems of this dynamic new start-up. The role will require creativity, flexibility, and attention to detail. It will require a person able to ensure operations and finances support the ambitious vision of the organization. The VP will need to manage multiple sources of funding through different types of contractual vehicles and separate reporting requirements. The VP will also play a vital and foundational role on the executive team of this start-up nonprofit organization, participating directly in developing and refining the organizational strategy needed to meet its vision. Revenue and responsibilities are expected to grow significantly in coming years.

The VP of Finance and Operations will report directly into the President and CEO of Parks California and will eventually manage a team of 1-2 people.

## RESPONSIBILITIES

### Lead the organization's day-to-day operations

- Develop, execute, and report on the organization's annual operations plan and budget
- Develop and execute the organization's human resource policies, including managing the organization's external HR consultant
- Source facilities and technologies needed by staff to operate efficiently, effectively, and creatively
- Monitor the organization's compliance with laws, regulations, reporting, and contracts
- Promote diversity, equity, and inclusion across the organization and ensure all organizational policies and practices reflect an inclusive and equitable approach

### Lead and manage the organization's financial operations and systems

- Coordinate, develop and monitor the organization's budget
- Develop cash flow plans and ensure the availability of funds for internal operations as well as for partners participating in Parks California's programs and initiatives
- Build and oversee accounting systems
- Provide needed ad hoc and regular financial reporting to management team and board
- Fulfill reporting requirements of financial partners, including the Department, private foundations, and corporate and individual donors
- Set up and manage banking relationships
- Develop appropriate internal controls and financial procedures
- Coordinate audits and tax filings
- Work with the CEO and board to build significant financial reserves



### Participate in shaping the organization's vision, strategy, projects, and team

- Assist the CEO in the development and refinement of the organization's strategic plan
- Facilitate the organization's annual planning and goal-setting process
- Develop a close, collaborative relationship with the Department and ensure execution of MOU
- Support other staff in the initiation and execution of projects and strategic initiatives
- Participate in building and shaping the organization over time by recruiting, training, and leading a small team dedicated to the organization's finance and operations

### Lead a high-performing and creative team

- Provide effective and inspiring leadership by being actively involved in all programs and services
- Build, lead, coach, develop, and retain a talented staff with an increasing capacity for skilled leadership, complex project and program implementation, partnership building, and fundraising

## DESIRED EXPERIENCE AND COMPETENCIES

The ideal candidate may come from a variety of career pathways. Critical to success will be a passion for the mission of the organization and a capacity to grow and lead an organization that must build partnerships across sectors and geographies. An entrepreneurial approach and executive leadership skills are essential. Experience with start-up organizations, as well as with established corporate, philanthropic, and/or nonprofit entities is valued. The VP of Operations and Finance must have experience developing and managing financial reporting systems that comply with state, federal, and nonprofit accounting practices.

### The following are desired qualities:

- Extensive management experience in positions of increasing responsibility and authority
- Experience managing large, complex projects or initiatives with multiple stakeholders
- Demonstrated experience in managing financial and operational systems for organizations working in complex partnership environments
- Experience managing a complex budget with multiple funding sources
- Experience reporting on concurrent projects with different reporting requirements
- Demonstrated staff leadership and development experience
- Experience with state and federal government agencies, contracting, and task agreements
- Adaptability and flexibility in the face of changing conditions; tolerance for adversity and uncertainty
- Proven leadership skills and the ability to inspire and motivate others
- Excellent organizational development, marketing, communication, administrative, and personnel management skills
- Strong project management skills
- Strong interpersonal skills and the ability to resolve conflicts and find common ground
- Demonstrates a commitment to diversity, equity, and inclusion as an organizational priority
- Excellent oral and written communication skills and comfort with public speaking
- Diplomatic approach and the ability to be sensitive to and inclusive of various perspectives
- Comfort making decisions among diverse individuals and organizations
- Flexibility, sense of humor, humility, and confidence.





## COMPENSATION

A competitive compensation package, including a comprehensive benefits package, will be offered based on experience. Relocation assistance will be offered if necessary.

## TO APPLY

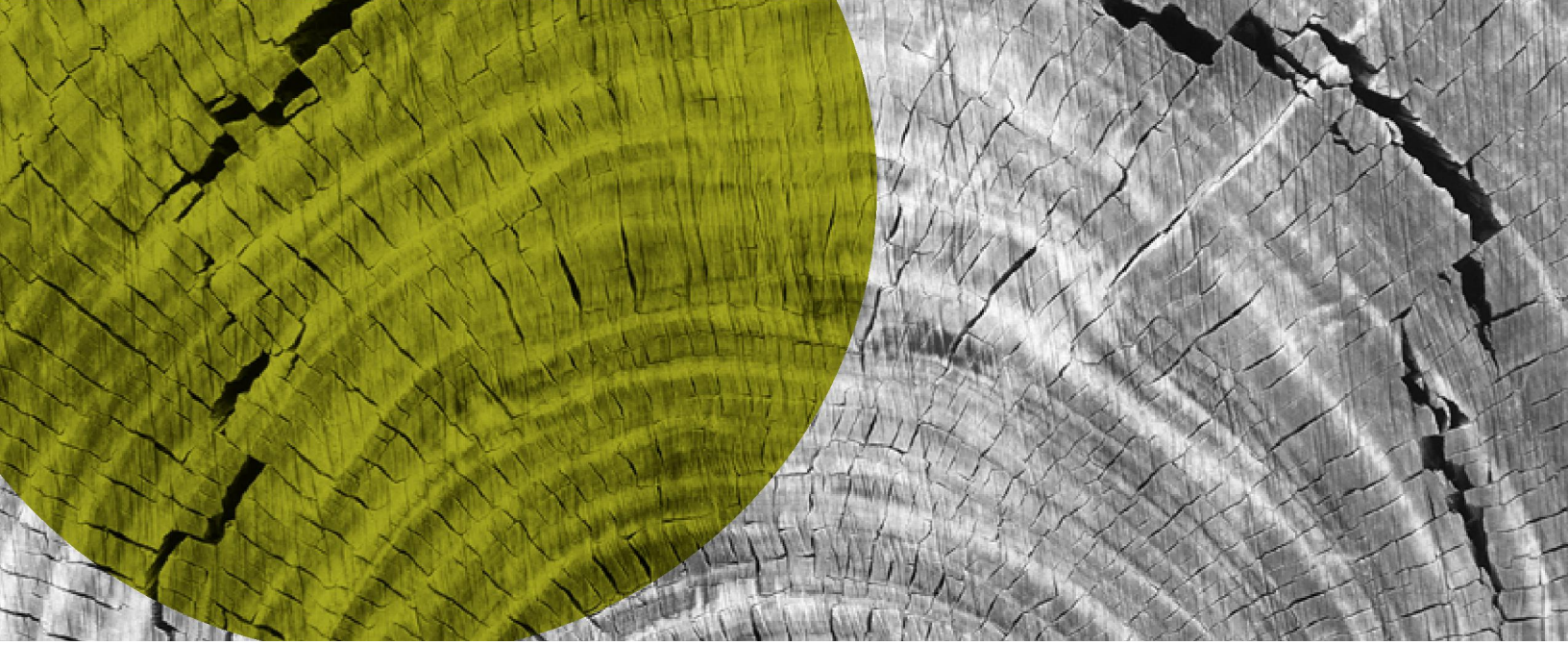
Interested candidates should apply via email by sending a cover letter describing their qualifications that match the position criteria and what they will bring to the role, along with a resume, to Michael Clayton at [ParksCASearch@potrerogroup.com](mailto:ParksCASearch@potrerogroup.com) with the subject line "Parks California, VP of Operations and Finance Search."

## ADDITIONAL INFORMATION

More information on Parks California can be found at [parksca.org](http://parksca.org). For additional information regarding this opportunity, please contact

Michael Clayton  
Potrero Group, LLC  
[mclayton@potrerogroup.com](mailto:mclayton@potrerogroup.com)

**Parks California 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 communities.



Potrero Group is honored to coordinate the Vice President hiring search on behalf of Parks California. Potrero Group has had the privilege of working with Parks California from the very beginning, creating the feasibility and business plans on which the organization is founded, and conducting the hiring search for the inaugural President and CEO. Potrero Group is pleased to support Parks California as it takes the next step in its growth by adding leaders of exceptional talent and experience. Supporting a world-class parks community 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.

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