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Executive Director

The Pisgah Conservancy seeks an Executive Director to build on ten years of impact, strengthen its partnership with the U.S. Forest Service, and expand the philanthropic support that helps Western North Carolina's beloved Pisgah National Forest thrive.

Organization Overview

The Pisgah Conservancy (TPC) is a nonprofit dedicated to supporting the Pisgah Ranger District of Pisgah National Forest (Pisgah) in Western North Carolina. Each year, Pisgah welcomes about 3 million visitors, making it one of the most visited national forests in the United States. TPC partners closely with the U.S. Forest Service in support of Pisgah by delivering meaningful work on the ground, providing resources and expertise, and engaging and educating people to help the forest thrive for generations to come.

The organization is guided by a long-term vision of a healthy, resilient, and exceptionally cared-for Pisgah where people experience and enjoy the forest responsibly, communities share in its stewardship, and collaborative care for the forest serves as a model for public lands nationwide. TPC's work is grounded in values of stewardship, collaboration, integrity, excellence, adaptability, and community, and in a deep respect for the people who make that work possible.

All of TPC's work centers on the needs and long-term well-being of Pisgah. That commitment shows up in meaningful hands-on work and projects addressing recreation support needs and watershed and habitat improvement. Its full-time Trail Crew and Ecological Restoration Crew deliver lasting results for the forest and its visitors, while its nationally recognized River Rangers program and Pisgah Project Day and other volunteer workdays put that same commitment into practice through community education and engagement. TPC provides funding, people, and expertise alongside the U.S. Forest Service and partners such as the Carolina Mountain Club, Pisgah Area SORBA, Backcountry Horsemen of Pisgah, and others, extending its capacity and reach across the district. Since Hurricane Helene in 2024, TPC has helped to rebuild, playing an active role in trail, campground, and infrastructure recovery across the district. Through all of its work, TPC helps people understand Pisgah, its needs and its value, deepening their connection to and stewardship of the forest.

TPC marks its first decade with a track record of meaningful impact, a dedicated staff, a strong board, and a growing support base, with current annual revenue of about $2.5M projected to grow to over $3M by 2027. With this next phase of leadership, TPC is poised to formalize its next strategic chapter, strengthen its organizational infrastructure, deepen its fundraising program, and expand its role as the leading philanthropic and volunteer partner serving the Pisgah Ranger District.

Position Overview

The Executive Director serves as TPC's chief executive and is the primary steward of its mission, culture, and long-term vision. This is an opportunity to lead a respected conservation organization at a pivotal moment, building on ten years of trail work, habitat restoration, and community engagement to shape the next strategic plan, cultivate a more diverse and sustainable philanthropic base, and continue to develop the organization to meet the needs of Pisgah.

The Executive Director will lead a growing team and collaborate closely with a dedicated Board of Directors to advance TPC's strategic priorities. This role includes building a more diversified and sustainable revenue base and overseeing the organization's financial health and operations. The new ED will strengthen TPC's partnership with the U.S. Forest Service, while elevating its distinct identity and public visibility as an independent nonprofit, ensuring donors, partners, and the community understand TPC's unique role and value alongside that partnership. The ideal candidate will bring a strategic, organization-wide perspective to decision making, balancing programmatic priorities with the operational, financial, and communications investments needed to sustain TPC's growth. They will possess a combination of nonprofit leadership, fundraising abilities, experience in public-private partnerships, and a strong personal commitment to the stewardship of public lands.

Responsibilities

Strategic Leadership

- Collaborate with the board and staff to develop a comprehensive strategic plan to advance TPC's mission and translate it into clear priorities, goals, and metrics.
- Ensure that programmatic, operational, financial, and communications decisions align with strategic priorities.
- Serve as the primary staff liaison to the Board of Directors, working closely with the Board Chair and committees on strategic planning, policy, and fiduciary oversight, and reporting regularly on organizational performance, finances, and progress toward strategic objectives.
- Support board recruitment, orientation, and development to cultivate a strong and engaged governing body.

Philanthropy and Development

- Cultivate and steward relationships with major donors, corporate sponsors, and foundation partners, personally managing a portfolio of key relationships.
- Set annual and multi-year revenue goals and define development priorities for the organization.
- With support from the Development team, grow revenue across recurring giving, planned giving, grants and government funding, other diversified revenue streams, and signature events, and lead capital campaigns for endowment and major infrastructure.
- Equip and coach the Board of Directors to engage effectively as fundraising ambassadors and major donor partners.

Operations and Financial Oversight

- Hold ultimate responsibility for the annual budget, financial planning, and overall fiscal health of the organization, ensuring resources are aligned with strategic priorities.
- Build and support the systems, administrative infrastructure, and staff structure needed to sustain growth.
- Recruit, develop, and retain a high-performing team, fostering a culture of accountability, collaboration, and mission-driven excellence.
- Oversee risk management, insurance, compliance, and contracts, including agreements that support TPC's operations and federal partnerships.
- Partner with the Chief Operating Officer to ensure that in-forest programs advance TPC's strategy and meet its quality and safety standards.

Partnerships, External Relations, and Communications

- Strengthen TPC's partnership with the U.S. Forest Service, ensuring close alignment on priorities within the Pisgah Ranger District.
- Build and maintain relationships with local, state, and federal government agencies, local businesses, and recreational user groups to advance shared conservation priorities.
- Elevate TPC's public identity and visibility, overseeing the brand, messaging, and communications that convey its role, impact, and value.
- Serve as TPC's principal spokesperson in public forums, media engagements, and community events.

Experience and Attributes

Experience And Attributes

- Executive nonprofit leadership experience, ideally as an executive of a comparable mission-driven organization.
- A record of fundraising success across major gifts, grants, campaigns, and annual giving, and the warmth and credibility to earn the trust of donors and partners.
- Sound financial judgment and experience in building the systems, structure, and team to support a growing organization.
- A strategic thinker who is equally ready to be hands-on with day-to-day work.
- A compelling public presence and the ability to rally diverse audiences, from donors to recreational user groups to local officials, around a shared vision for Pisgah.
- Experience in public/private partnerships with government agencies, ideally the U.S. Forest Service.
- Political savvy and sound judgment in complex, multi-stakeholder relationships.
- A collaborative, adaptable leadership style grounded in TPC's values of stewardship, integrity, and community.
- A deep personal commitment to public lands and the long-term well-being of Pisgah.

Compensation

This is a full-time, exempt, benefit-eligible position. The anticipated annual salary range for this position is $115,000–$135,000, commensurate with experience.

TPC offers a generous benefits package including:

- Health insurance covering the majority of the cost for employees and partial coverage for enrolled dependents
- Dental and vision insurance
- Life insurance, with the option to purchase additional voluntary life insurance and accidental death coverage
- SIMPLE IRA retirement plan, with employer match of up to 3% of gross salary
- Generous paid time off and holidays

Location

This is a remote, work-from-home position requiring a regular in-person presence in parts of western North Carolina, including Asheville, Hendersonville, Brevard, and other areas in the region. Travel throughout Pisgah and periodic travel to meet with donors, partners, and agency representatives will be required. Some evening and weekend work should be expected around donor events, board meetings, and signature volunteer events such as Pisgah Project Day.

To Apply

Please visit **potrerogroup.com/tpc** 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.

Interested candidates should apply by **November 1, 2026** for priority consideration.

Start Date

Early 2027

Additional Information

More information on TPC can be found at **pisgahconservancy.org**.

For additional information regarding this opportunity, please contact

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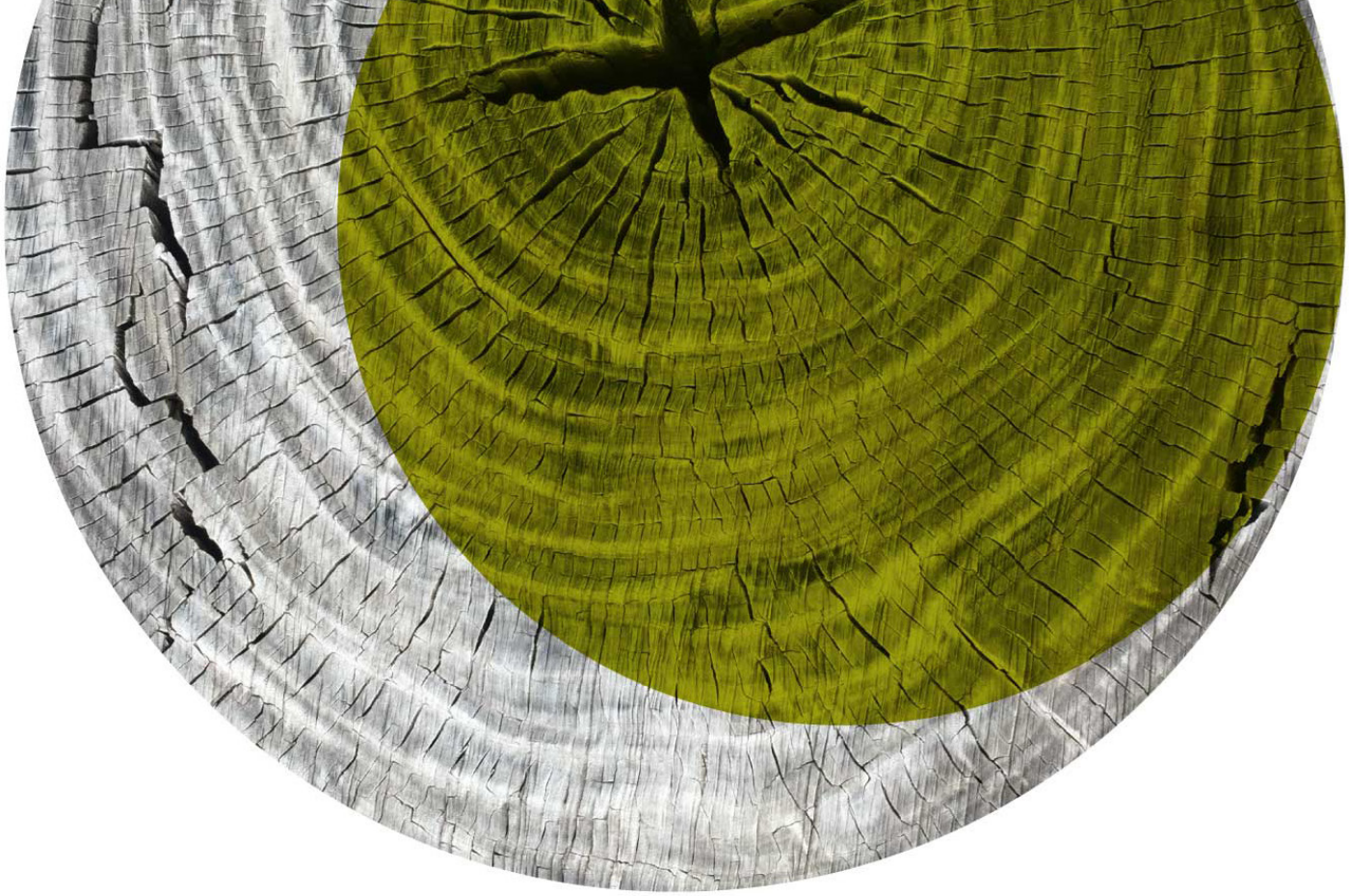
The Pisgah Conservancy is an Equal Opportunity Employer

TPC is committed to fostering a culture of equity and inclusion, and to welcoming candidates of all backgrounds who share a commitment to protecting Pisgah for generations to come.



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Potrero Group is honored to coordinate this search on behalf of The Pisgah Conservancy. 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