



The Conservation Alliance

EXECUTIVE DIRECTOR POSITION GUIDE

March 2024



The Conservation Alliance

POSITION: Executive Director

REPORTS TO: Board of Directors

LOCATION: Flexible, USA

Mission

We harness the collective power of business and outdoor communities to fund and advocate for the protection of North America's wild places and outdoor spaces.

Vision

A planet where wild places, wildlife, and people thrive together.

Pillars of Service

- **Outdoor Spaces & Wild Places**
Without a healthy, livable planet, there is no business. The Conservation Alliance's pragmatic and business-led approach to conservation differentiates it from other organizations and underscores its ability to include both sides of the political aisle without compromising its mission.
- **Collective Impact**
The Conservation Alliance's members are its strength, and businesses are a powerful voice for conservation. TCA elevates and amplifies its members' voices on critical conservation issues of regional and national importance.
- **Community**
The Conservation Alliance's conservation projects and grantmaking serve the people and communities that live, work, and play in North America's outdoor spaces. The organization's grantees are grassroots organizations working for conservation and change from the ground up. The Conservation Alliance invests in local partnerships, funding community-led organizations and providing strategic support to further amplify their voices. The Conservation Alliance selects the best and most effective organizations working to protect the outdoors.

- **Inclusion**

Conservation is a shared value that connects people from every corner of the continent and all walks of life. At The Conservation Alliance, everyone is welcome and unites under a shared vision of conservation. Great things happen when a diverse coalition of voices and perspectives comes together to champion solutions that balance the best interests of land and water, wildlife, and people.

Organizational History

The Conservation Alliance (TCA) is a group of outdoor industry companies that disburses its collective annual membership dues to grassroots environmental organizations. TCA directs funding to community-based campaigns to protect threatened wild habitat, preferably where outdoor enthusiasts recreate. The Alliance was founded in 1989 by industry leaders REI, Patagonia, The North Face, and Kelty, who shared the goal of increasing outdoor industry support for conservation efforts. Today, TCA has more than 270 member companies from outdoor and related industries and disburses approximately \$2 million to support conservation across the country. Our members are key to our success as an organization – by providing both financial resources and a strong influential voice in advocating for the protection of our lands and waters.

TCA currently has a team of 7 dedicated staff driving the work supported by an exceptional 14-member [Board of Directors](#). Staff are located across the country in states including Oregon, Colorado, Montana, and Pennsylvania. The organization has an operating budget of \$1.3M and awards approximately \$1.7M annually in support of conservation efforts in North America.

Grants

TCA's mission originated with its [Grants](#) Program, which has expanded over the years to now include four types of funding opportunities – member directed, priority campaign, confluence, and discretionary grants. Since its inception in 1989, TCA has contributed over \$31.9 million to grassroots conservation groups throughout North America. TCA funding has helped protect more than 82 million acres of wildlands; protect 4,570 miles of rivers; stop or remove 38 dams; designate five marine reserves; and purchase 22 climbing areas. Recent successes include:

- ❖ Cancelling of oil & gas leases in the [Arctic National Wildlife Refuge](#), defended in partnership with the Alaska Wilderness League and others;
- ❖ Designation of multiple national monuments, including [Baaj Nwaavjo I'tah Kukveni](#) (917,618 acres protected in partnership with Grand Canyon Trust), [Castner Range](#) (6,672 acres protected in partnership with Frontera Land Alliance and Nuestra Tierra Conservation Project) and [Avi Kwa Ame](#) (506,000 acres protected in partnership with Monumental Shift);
- ❖ 400,000 acres in the [Owyhee Canyonlands](#), protected in partnership with ONDA and TRCP; and
- ❖ 9,370,000 acres in the [Tongass National Forest](#), protected in partnership with Trout Unlimited, Southeast Alaska Conservation Council, and others.

Advocacy

For the past 35 years, TCA has funded efforts to secure new protections for lands and waters throughout North America. Grantees have sought to protect wild places and open spaces by securing new Wilderness and national monument designations, designating new Wild & Scenic Rivers, purchasing private lands for their recreation and habitat values, and removing dams. In addition to supporting grantees through grants, TCA unifies and equips businesses to advocate for the protection of important lands and waters.

Every year, TCA announces priority campaigns for its advocacy work. In collaboration with their grantees, TCA works to identify land and water conservation opportunities that are urgent, vital, and need national attention. Over the past two years, TCA's advocacy work has expanded to better support our grassroots partners in pursuing land and water protections. TCA's 2024 [priority campaigns](#) include the adoption of the Bureau of Land Management Public Lands Rule and seeking protections for the proposed Chuckwalla National Monument in California, the Dolores River in Colorado, and D-1 lands in Alaska. Each campaign addresses competing demands for natural resources, adapting to a changing climate, recognizing the rights of Indigenous communities, and protecting habitat in places that are also valued for human recreation.

Diversity and Inclusion

We believe that in order to achieve our vision, TCA must actively work to create systems of inclusion within our organizational culture, processes, and programs, and through our role in the greater conservation movement. We seek the knowledge and creativity to innovate at the intersection of conservation and diversity, equity, inclusion, and belonging (DEIB). We strive for a blend of humility, patience, and determination as we work to transform ourselves, shift our culture, build upon our 35-year organizational history, and connect with communities who have not been part of our alliance in the past. We welcome the guidance and feedback of our members, grantees, supporters, and those we have yet to meet.

The Opportunity

This is an important and exciting time for The Conservation Alliance. For over three decades, TCA has built a reputation for excellence in grantmaking and engagement of industry leaders to protect some of North America's most important wild places. Much has changed during that time, and TCA recognizes that the conservation landscape is shifting and demands new solutions to ensure success in the future, including the need for more effective policy solutions to address key environmental and conservation priorities and challenges, as well as the engagement of a broader and more diverse network of members and partners.

The Conservation Alliance is at an inflection point in its history with aspirations to grow its team, reputation as a conservation leader, and its impact. The next Executive Director will lead these efforts to push TCA into a new era of impact. Key to delivering on these needs will be the alignment of the Board and staff on the path forward through a significant and robust strategic planning effort that is focused on growth. Through this process, the Executive Director will have the ability, in partnership with the Board, to shape the future of the organization in new ways. The Executive Director will help answer key questions, including the extent of membership expansion beyond the historical industries engaged with TCA, and the potential for new sources of funding. The Board is excited to work with the Executive Director to drive this collective effort and position the organization for greater success.

The Position

The Executive Director leads in a manner which supports and guides the organization's mission and values. They are the key strategic and operational leader, responsible for overseeing the administration, programs, strategic plan, and financial management of the organization. The position reports directly to the Board of Directors (BOD).

The Executive Director works closely with the staff and Board of Directors to ensure the implementation of all aspects of grantmaking, membership recruitment and retention, fundraising, communications, marketing, community-building, outreach, advocacy and the justice, equity, diversity, and inclusion (JEDI)

work. As the organization's strategic and operational leader, the Executive Director is responsible for ensuring sound strategic positioning and the execution of The Conservation Alliance's mission.

Principal Duties and Responsibilities include:

- ❖ Board Management and Engagement
- ❖ Strategic and Annual Planning
- ❖ Fundraising and Financial Management
- ❖ Staff Management
- ❖ External Relations and Public Affairs

The Profile

The Conservation Alliance seeks an accomplished leader who demonstrates a keen understanding of and passion for the organization's mission to protect and preserve wild spaces with a business-led approach, because the future of business depends on a healthy planet. The ideal candidate has experience working to address complex systemic and societal issues and understands the importance of collaboration in all facets or stages of problem solving. This person must be ready to join with the Board and staff to lead TCA in pursuing new strategic goals in conservation and advocacy within a framework of inclusion.

The individual must demonstrate a proven ability in strategic leadership, fundraising, management, collaborative ventures, and constituency building. A creative thinker with an entrepreneurial spirit and high aptitude in change management is highly desired. The ideal candidate will have a background that includes high-level strategic leadership and management combined with a sophisticated understanding of relationship-driven philanthropy and partnership. An understanding of business principles applied to a nonprofit organization, particularly a background in scaling sustainable growth, promoting continuous improvement of program quality, and revenue enhancement and diversification, is required.

The successful candidate will exhibit exceptional interpersonal skills to effectively interact with diverse communities, including Board, staff, members, donors, grantees, community groups, conservation policy leaders, governmental officials, and other key stakeholders. The Executive Director must be able to convey the mission of TCA to a variety of constituents, some of which the organization has not successfully engaged in the past and maintain effective and efficient external communication with all key stakeholders. This individual must be confident, thoughtful and have the appropriate skills and presence to work in an effective, collegial, and collaborative manner across the expanse of members, grantees and partners involved in TCA's work. An ideal candidate will have experience in supporting their organization in increasing equity, diversity, and inclusion within their organization and through their work.

Proven success in raising significant resources from individuals, foundations, and corporations on behalf of the mission and organization is desirable. The preferred candidate is a trustworthy, strategic, and dependable leader who understands the mechanics and culture of a small nonprofit with significant aspirations for growth. This individual will be a strong listener with an inclusive, team-oriented management style that inspires, empowers, motivates, and develops staff while setting measurable goals and holding each other accountable. A genuine and authentic connection to nature and the outdoors is required.

Candidates must have experience and a demonstrated ability in:

- ❖ Managing a high-performing, collaborative, and remote team
- ❖ Building team culture across a remote workforce
- ❖ Engaging stakeholders in the outdoor industry and foundation world to grow brand awareness and fundraise
- ❖ Driving strategic vision and change
- ❖ Fundraising and cultivating new relationships
- ❖ Thinking innovatively about the intersection of conservation and diversity, equity, and inclusion.

Candidate must be willing to travel on average of once a month to meet with staff, members, and/or funders.

Compensation and Benefits

The target salary for this position is \$160,000 - \$175,000 with some flexibility commensurate with experience. Benefits include a robust health care package which include medical, dental and vision benefits, paid time off for vacation, family care, mental and physical health, religious holidays, civic duties and bereavement, as well as the opportunity to participate in a retirement plan. TCA will also match 401k contributions up to 5%.

How to Apply

To apply, please submit a current resume and letter of introduction to Kittleman & Associates, LLC at <https://bit.ly/3TQZBIE> (click on the Apply button at the bottom of the page).

The Conservation Alliance is committed to creating and maintaining a workplace in which all employees have an opportunity to participate and contribute to the success of TCA and are valued for their skills, experience, and unique perspective. TCA is committed to equal employment opportunity and to compliance with federal and state antidiscrimination laws. TCA prohibits discrimination and harassment against employees or applicants for employment based on age, race, color, religion, sex, marital status, physical, mental or sensory disability, sexual orientation, gender identity, status as a victim of domestic violence, sexual assault, or stalking, national origin, political ideology or military status or any other status or characteristic protected by local, state, or federal law.

For more information about The Conservation Alliance please visit: www.conservationalliance.com