



## **MARIN CONSERVATION LEAGUE EXECUTIVE DIRECTOR JOB DESCRIPTION**

**Job Title:** Executive Director  
**Reports To:** Board of Directors

**Term:** Regular, Full-Time, Exempt; Part-Time negotiable  
**Salary:** \$100,000 to \$130,000, plus benefits.

### **POSITION DESCRIPTION**

Under the guidance of the President of the Board of Directors of Marin Conservation League (MCL), the Executive Director is responsible for the successful implementation of the organization's mission, bylaws, guiding principles, policies and procedures, vision, strategies, and overall direction of the organization.

The Executive Director oversees the administrative and fiscal management of MCL and is responsible for membership and donor services, communicating to members and the general public, and reporting to the MCL Board of Directors regarding the execution of all strategic initiatives, partnerships, and programs that carry out MCL's vision and goals.

The Executive Director should be imbued with a passion for conserving natural resources, have the skills, experience, and insights to manage environmental and organizational challenges, and the ability to communicate with, educate, and inspire others.

### **DUTIES OF THE EXECUTIVE DIRECTOR (See Detailed Responsibilities, below)**

- Supporting the President in his/her leadership role and sharing the primary "public face" of the organization;
- Reporting to the Board of Directors in its capacity as the legislative body of MCL;
- Supporting and strengthening MCL's issue committees in their advocacy, leadership, capacity and effectiveness, and supporting administrative committees in their oversight of operations;
- Implementing strategic initiatives to build Board leadership, nurture and grow membership and donor contributions, increase volunteer opportunities, and foster public prestige.
- Ensuring that a communications plan clearly and effectively conveys the organization's mission, activities, and beneficial impact, so as to expand member and public engagement in MCL convenings, educational presentations, and advocacy activities; and
- Ensuring that volunteers, staff, and contractors are supported and working collaboratively and effectively.

The position is a hybrid office and remote position, requiring attendance at all Executive Committee and Board meetings and events, weekly time in the office and time in the field at public-facing meetings, walks, talks, and issue presentations.

## **STATEMENT OF DESIRED QUALIFICATIONS AND ABILITIES**

- Broad understanding of Marin's wide-ranging environmental issues and opportunities and related governmental agencies, non-profit organizations, and other interested parties;
- 3 years minimum of non-profit management and leadership experience, or equivalent experience, preferably in an environmental organization;
- Demonstrated expertise in executing strategic planning, financial management and development programs; public and interpersonal relations; building board effectiveness; and managing human resources;
- Demonstrated experience in identifying audiences and in designing and managing creative communications practices, media, strategies, and support systems;
- Demonstrated excellence in written and oral communication skills;
- Ability to initiate as well as collaborate in a wide array of projects and products, with a diverse Board, partners where relevant, other volunteers, and staff;
- Experience in working with government agencies, other civic and non-profit bodies, and members of the public;
- Bachelor's degree, Master's degree preferred.

## **DETAILED STATEMENT OF RESPONSIBILITIES**

### **Management and Administration**

- Responsible for overall leadership of the organization's operations, implementation of the Strategic Plan, and achievement of the organization's mission.
- Directs the daily operations and programs of the organization and ensures compliance with all legal requirements.
- Supervises staff and consultants, sets goals, creates work plans, and carries out periodic evaluations of performance against goals.
- Reports regularly to, and receives input from, the Board of Directors on current activities and needed deliverables.
- Responsible for employee supervision, training, recruitment, selection, goal setting, evaluation, and termination.
- Oversees and administers planning for meetings, webinars, workshops, and special programs and events.
- Develops and manages to implement justice, equity, diversity, and inclusion principles in all our work, including membership and board development efforts.

### **Leadership support**

- Works closely with the Board President and Executive Committee on meeting agendas and packets, and other meetings as needed.
- Supports Issue Committee Chairs in building committee effectiveness; helps leaders prepare for meetings as needed, attends committee meetings, and helps to build leadership and encourage active membership.

### **Membership Development and Engagement**

- Improves existing, and develops new, processes/methods for recruiting and retaining members, such as incentive and reward programs, and recruiting new active issue committee members.
- Develops and manages a measurement system for membership (demographics, interests, background, years of membership, committee, and other involvement with MCL) to gauge trends and share with board members.

### **Donor development**

- Oversees and implements fundraising development, researching funding sources; establishes strategies for donor relations, annual appeals, and expanding donor base.
- Engages directly in donor-facing fund-raising, including prospecting, relationship building, and engaging Board members in donor-facing meetings.

### **Communications**

- Oversees and helps design communications practices, strategies, and systems that support them.
- Establishes systems to leverage the work of communications staff/committee, E-news and newsletter leads, and events committee to further the objectives of membership and fund development, public recognition, organizational “memory” and archival records.
- Provides input into communications plan and branding efforts.

### **Fiscal Responsibility**

- Works with the Treasurer to manage all budgets, financial records, corporate assets and long-range financial planning and investments, and program expenditures to meet current laws and regulations.
- Works with the Treasurer to develop and manage an annual budget for Board approval, and prudently manage the organization's resources within budget guidelines according to current laws and regulations.

### **Public/Government Relations**

- Assures MCL’s interests are consistently and effectively presented in a strong, positive manner to policymakers, coalition members, and all stakeholders.
- Leads MCL’s initiatives to build coalitions and strategic partnerships, where consistent with MCL’s mission.
- Represents MCL at public forums, legislative and other regulatory proceedings, meetings with the community-at-large, and workshops, conferences, and other events.
- Establishes connections, maintains working relationships, acts as a spokesperson to the media and at functions, and encourages the exchange of information.

### **Board Relations**

- Attends all Board meetings and collaborates with the Board on periodic updates and execution of the Strategic Plan and measurement against performance metrics.
- Oversees and improves Board development, including onboarding, orienting and helping to match interests and expertise with committees’ needs, and promoting collegial values
- Establishes working relationships with the Board of Directors.