



**SCHUYLKILL RIVER**  
NATIONAL & STATE HERITAGE AREA

# JOB OPPORTUNITY – Executive Director

## About SRHA

Encompassing 1.2 million acres over 1,700 square miles, Schuylkill River National and State Heritage Area (SRHA) links 3.2 million people across five Pennsylvania counties - Schuylkill, Berks, Chester, Montgomery, and Philadelphia - to the unparalleled opportunities afforded by the Schuylkill River, the Schuylkill River Trail and the surrounding watershed.

The mission of SRHA is to connect residents, visitors and communities to the Schuylkill River and the Schuylkill River Trail by serving as a catalyst for civic engagement and economic development in order to foster stewardship of the watershed and its heritage.

The mission is realized by leveraging the River and the award-winning Schuylkill River Trail – the land and water trails – as platforms for revitalization of surrounding communities, for stewardship of natural resources, for increased public health through recreation, and for greater appreciation of the region's cultural heritage. The Schuylkill River Trail is SRHA's signature project and continues to be – today, there is about 60 miles of a completed, visionary 130-mile land trail working to connect Pottsville to Philadelphia. The Trail also provides connection for the three National Park sites within the Heritage Area.

SRHA works with over 140 different formal and informal partners to achieve its vision of the Schuylkill River watershed as a thriving and economically revitalized region, whose residents and visitors understand, value and are fully committed to the stewardship of the river and its heritage. SRHA has recently completed the 2016 Management Action Plan update, which provides an aspirational and achievable strategic roadmap with a detailed action plan for the next three years and overarching goals for the next ten years.

Founded in 1974 as the Schuylkill River Greenway Association focused on the preservation of the riverfront in Berks and Schuylkill Counties, the organization has grown in its mission and geographic scope over the years. Today, SRHA is still managed by the Schuylkill River Greenway Association as a nonprofit organization, yet that name is reserved for legal and financial purposes only. Guided by a Board of Directors and supported by a staff of six to eight employees, SRHA is supported in executing its work through federal (NPS) and state (DCNR) budget appropriations and also through grants and donations from foundations, corporations and individuals committed to advancing SRHA's mission and to promoting the critical importance of the Schuylkill River as a vital part of the region's present and future health and vitality.

The economic benefits derived by the region from SRHA are real and significant. The findings of a recent comprehensive economic impact study conducted by Tripp Umbach were impressive: the natural and historical features of SRHA generate \$589.9 million in economic impact, support 6,154 jobs and generate \$37.7 million in tax revenue.

Learn more about SRHA – its programs, leadership and history by visiting <http://www.schuylkillriver.org>.



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### About the Position

#### Executive Director

The Executive Director has overall responsibility for SRHA, providing dynamic leadership for the planning, development, implementation, assessment and improvement of mission-related programs, revenue generation and financial management, strategic and annual planning, partnerships, community relations, legislative relations, marketing/public relations and other key areas. The Executive Director serves as the primary spokesperson for the organization with funders and stakeholders.

The Executive Director of SRHA reports to the Board of Directors, and specifically the President of the Board of Directors. As part of the Executive Director's responsibilities, s/he will formally and informally present reports, updates and results to the Board on a periodic basis, which will include regular Board meetings and specific committee meetings of the Board.

Critical to a candidate's consideration will be a demonstrated ability to provide forward-looking leadership to the organization to enhance its impact, manage its staff, while growing and maintaining effective partnerships, along with an evidenced knowledge of services to continue to revitalize and restore the region.

In leading the Heritage Area, s/he will be responsible for supporting the development of, and advancing, a vision for the organization's impact in the region. Following SRHA's strategic direction defined by the 2016 Management Action Plan, the Executive Director is responsible for continuing a vision for SRHA's growth, assuring financial viability and building collaborative relationships in the Schuylkill watershed community. The candidate must demonstrate a passion for the work in terms of demonstrated leadership in natural and cultural resource preservation, education, recreation, community revitalization or heritage tourism.

The Executive Director position will be expected to work from SRHA's offices in Pottstown, PA.

#### ***Reporting Relationships***

- Reports to: SRHA Board of Directors
- Manages: Team of 5+ professionals in finance, grants, trails management and administration.



## Duties & Responsibilities

- **Organizational Management**

- Manage the implementation of the 2016 Management Action Plan and maintain three-year rolling action plan
- Ensure sound financial operations, budget management and financial reporting and use financial measures as a management tool in determining and evaluating current and new programmatic initiatives and operational expenses; work collaboratively to develop the organization's annual budget; ensure annual budget is adequately funded
- Create a productive, dynamic and cohesive workplace and oversee personnel and human resource-related issues
- Supervise the work of the Chief Operating Officer to ensure the organization's time and resources are deployed with maximum efficiency on the highest priority tasks and that major events are successful and cost-effective
- Supervise communications, external affairs and strategic partnerships
- Develop and implement the organization's fundraising strategy, including corporate and individual support, advocacy for state and federal funding and continuing to build the endowment
- Leverage SRHA resources by increasing volunteerism beyond the Board (volunteer recruitment and training for events, regional "Friends of" groups, etc.)

- **Board Relations**

- Nurture a collaborative relationship with the Board and their various committees; initiate, support and implement a shared vision for the organization
- Develop and manage a dynamic and engaged Board by advising and providing information and interfacing between both Board and staff
- Serve as a liaison to the Board's executive and other committees
- Assist in soliciting and recruiting outstanding leaders to the Board
- Initiate opportunities for Board development for its members



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- ***Trail Development***
  - Work closely with the Trail Manager to ensure the Schuylkill River Trail (s) are adequately maintained and future segments are moving towards completion
  - Represent SRHA on regional trail and greenway committees involved with Schuylkill River Trail(s) and local spur/loop trails
- ***Community & Economic Development***
  - Develop and implement the organization's strategy to connect communities more closely to the Schuylkill River and Schuylkill River Trail
  - Cultivate strategic partnerships to leverage all available resources for project development
- ***River Conservation***
  - Work closely with the Grants Coordinator and/or Chief Operating Officer to oversee the Schuylkill River Restoration Fund and other river conservation initiatives especially with cultivating relationships with major funders and state/federal agencies
  - Serve as a prominent spokesperson for river conservation issues throughout the watershed
- ***Engage Existing and New Constituencies***
  - Convey the relevance of and strategically position SRHA to improve the region's environment
  - Identify opportunities to expand and strengthen relationships with new and existing audiences to link them to the mission, especially with underserved communities and/or unconventional partners
  - Serve as the principal spokesperson for the organization, through networking and cultivating relationships with stakeholders
  - Serve as a convener across broad segments of the Schuylkill River watershed community



## Leadership Competencies

As a leader of SRHA, the Executive Director is expected to demonstrate the following leadership competencies:

### ***Communicates Effectively***

Translates broad strategies into specific objectives and action plans; creates or modifies structures, processes and systems to support strategic priorities; integrates efforts across functions and locations; obtains and allocates needed resources; assigns clear authority and accountability; establishes aggressive, yet realistic time frames; persists in the face of adversity; sets high standards for performance. Provides exemplary, communicative leadership to internal and external audiences – is the voice of SRHA.

### ***Acts with Courage***

Takes well-reasoned risks to address important issues; demonstrates candor in expressing thoughts and ideas; deals with difficult situations directly and openly despite personal discomfort.

### ***Strategizes***

Sees the operations holistically rather than in silos; prioritizes the organization's interests above individual interests; understands and accounts for long-term implications in planning and decision-making; effectively problem solves.

### ***Engages Others***

Inspires others to pursue challenging goals; builds commitment to the organization; leverages others' unique motivations and interests to connect them with broader goals and strategies. Inspires positive connection to the organization by both internal and external stakeholders.

### ***Collaborates***

Relates well with people at all levels; builds support and trust among peers and key stakeholders; brings together different perspectives to create win-win solutions; shares credit appropriately and recognizes others' accomplishments.

### ***Shows Initiative***

Proactive and quick to take the lead in addressing critical issues; works with a sense of urgency to complete important tasks and solve problems; encourages others to drive issues to closure quickly and efficiently.



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### Candidate Profile

The ideal candidate will be an experienced, accomplished and dynamic leader with a demonstrated record of success in developing, communicating and implementing a compelling strategic vision for a mission-based organization. S/he will be a passionate advocate for the role and impact of the Heritage Area.

The candidate must bring a high level of energy, passion, political savvy, drive and an engaging personality in order to achieve ambitious goals, especially those outlined in SRHA's 2016 Management Action Plan.

The ideal candidate will have a track record of achievement, or demonstrated capabilities, in government relations and fundraising, and s/he will have secured transformational financial support and/or philanthropic gifts. Other key attributes for this candidate include intellectual curiosity, excellent oral and written communications skills and a results-oriented focus.

The ideal candidate will bring decisive management skills; be able to make difficult decisions and foster a collaborative environment that invites multiple perspectives. S/he will have demonstrated success in attracting and retaining highly qualified staff and be able to build a strong and effective leadership team. The ideal candidate will bring a track record of successful board relationships. S/he will be expected to work effectively with the Boards of Directors and understand and promote the work of Trustees in achieving the goals of SRHA.

The ideal candidate must be able to review, analyze and make immediate decisions in a unique and complex managerial and business setting.

The ability to work cooperatively and productively with a wide variety of stakeholders is critical and includes legislators; State, Federal and local executive officials; Board of Directors; donors and sponsors; community partners; business leaders; the media; community members; and other heritage area professionals.

### Required Experience

Advanced degrees preferred, with a minimum of 5-8 years in relevant senior management roles.

### To Apply

Schultz & Williams is managing the search for SRHA.

Interested candidates should send their resume and cover letter to **Jill Macauley** at [jmacauley@schultzwilliams.com](mailto:jmacauley@schultzwilliams.com) with subject line **SRHA Executive Director**.

**Resumes will be reviewed starting January 16, 2017.**