



## EXECUTIVE DIRECTOR ~ JOB DESCRIPTION

### BACKGROUND:

The Planning & Conservation League (PCL) protects and restores California's natural environment, and promotes and defends the public health and safety of the people of California, through legislative and administrative action.

PCL partners with hundreds of California environmental organizations, to provide an effective voice in Sacramento for sound planning and responsible environmental policy at the state level. These partner organizations rely on PCL's presence at the Capitol to keep them informed about issues of concern.

The PCL Foundation (PCLF) provides research that serves as a catalyst for public policy change to solve critical environmental problems. PCLF is a 501(c)3 non-profit organization working to protect the environment and quality of life for all Californians. Since its inception, the Foundation's research has provided necessary policy analysis for some of California's best and much needed environmental legislation and bonds. PCLF also works at the community level to provide the public with skills needed to participate in the environmental review process and to reduce the carbon footprint of new developments in their communities.

The research, public education, and public policy analysis work of the PCL Foundation is often converted into action by the Planning & Conservation League.

### EXECUTIVE DIRECTOR FUNCTION:

The core responsibility of the Executive Director (ED) is to provide leadership to PCL and PCLF in liaison with their respective Boards of Directors. The ED is responsible for overall strategic planning, revenue generation, financial management, organizational development, staff management and program operations. Guidance and oversight is provided by the Board of Directors and the Executive Committee.

### RESPONSIBILITIES:

#### Strategy & Planning

- Cultivates a strong partnership with the Board of Directors in setting policies consistent with the mission and vision of PCL.
- Takes a leadership role in working with the Board of Directors, staff and members to develop goals, objectives and operational plans for the organization.
- Develops and leads the strategy of PCL within the broad context of the state political landscape.
- Oversees and prepares the annual budget and other necessary financial documents. Provides information to the Board in its budgetary review and approval process.

#### Fund Development

- Manages all fund development activities, including grant writing, cultivation and stewardship of donors, event planning, and identifying new resources. Actively seeks and maintains a diverse donor base of individual, business, foundation and government segments.
- Builds long term relationships with key donor segments based on mission, cultivation and stewardship, program outcomes and sound fiscal management.

#### Organizational Management

- Leads, motivates and supervises staff and Board so that they are advocates for PCL's programs, goals and objectives, as identified by the Board.
- Responsible for hiring, ongoing staff development, performance management, compensation and benefits.
- Ensures that the organization has the appropriate systems, physical space, and technology to operate efficiently and effectively.
- Anticipates organization's needs and takes steps to meet those needs.
- Maintains high standards of professionalism.

## **Public Relations/Advocacy**

- Promotes PCL's visibility and welfare through participation and membership in community forums and organizations, and by participating in activities that are aligned with PCL's mission and vision.
- Advocates at the local and state level for PCL's goals.
- In coordination with the Board, develops a strategic marketing plan that provides a clear and concise message. Oversees the execution of marketing and media relations.
- Functions as a spokesperson for the organization, issuing statements to the media and making public appearances on behalf of the organization.
- Works with other advocacy organizations and coalitions to achieve consensus on policy issues.
- Understands and identifies local and state legislation relevant to the organization's interests.

## **REQUIREMENTS:**

### **Knowledge, Skills and Abilities**

- Experience serving as a senior administrator for a non-profit organization.
- Knowledge of environmental issues and commitment to improve the environment.
- Fiscal management of an entity.
- Donor fundraising.
- Experience in foundation fundraising.
- Working with a board of directors.
- Reputation for integrity and leadership.
- Experience with volunteer recruitment, volunteer management and leadership development.
- Community organizing/community mobilization.
- Ability to set priorities and effectively manage multiple tasks simultaneously.
- Working within the legislative arena.
- Working in deadline-driven environment.
- Ability to work well alone and as part of a team.
- Effective meeting facilitation skills.
- Excellent verbal and written communication skills.

### **Minimum Qualifications**

- Four-year college degree.
- Legislative advocacy experience.
- Willingness to work long hours.

## **COMPENSATION:**

- The compensation and benefits package is competitive with comparable community-based nonprofits in the region.
- Compensation commensurate with experience.
- Benefits package (TBD).

## **TO APPLY:**

- Interested individuals should email their cover letter, resume and three references to Sandi Walsh at [swalsh@mognot.com](mailto:swalsh@mognot.com). No calls please.
- For more information on the Planning & Conservation League Foundation, please visit our website at <http://www.pclfoundation.org>
- PCL is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin.