



THE NATIONAL PARK FOUNDATION President and Chief Executive Officer

THE POSITION AND BASIC QUALIFICATIONS

The President and Chief Executive Officer (CEO) is appointed by and reports to the Board of the National Park Foundation (Foundation or NPF). Within the Board's direction, the CEO provides leadership, vision and strategic guidance, oversees the management of the day-to-day operations, works closely with non-Board partners, and is an active fundraiser.

The successful candidate will have had a prior appointment as a senior executive (e.g., CEO, COO, EVP) in a similarly-sized non-profit and/or in a volunteer Board leadership role, such as Chair or campaign leader, coupled with demonstrated business success. Additionally, an ideal candidate will have a deep understanding of the charitable marketplace across individual, corporate, and institutional constituencies, a working knowledge of appropriate federal agencies, experience with grant making, and some background with multi-party relationships. The candidate will be expected to come with existing relationships with current or high potential donors.

EXPECTATIONS FOR THE FIRST YEAR

The CEO will be expected to engage regularly with any and all Directors. Additionally, the CEO will need to learn quickly the programs, development strategy, and organizational design of the Foundation and to evaluate the effectiveness of each within the current environment. He/she will identify and implement several short-term tactics to replace events championed by the current honorary chair. Further, the CEO will complete the launch of an eight- to ten- year \$200 million-plus comprehensive fundraising campaign. During the first year, and in the context of a comprehensive campaign, the CEO will be expected to build on the framework in place for the First Bloom initiative as well as the programming and fundraising leading to the fall 2009 broadcast of *America's Best Idea*, a Ken Burns production with the public broadcasting system.

The CEO will maintain/strengthen the relationships with primary NPF non-Board partners: philanthropic donors, cause-marketing partners, key Department of the Interior and National Park Service appointees and civil servants. Although there is a support development staff in place, the CEO will be a chief fundraiser.



Within five months of hire, the CEO will present a comprehensive five-year business plan to the Board that addresses at least these key questions: a) appropriate degree of active grant making; b) pros, cons, and capacity for broader “accept and administer” activities; c) identification of and strategies for besting competitors/detractors; d) whether the “traditional” charitable giving breakdown by type is appropriate for the Foundation, etc.

OTHER KEY RESPONSIBILITIES

- Understand the mission and recent business transformation: Being the only national charitable partner for a federal agency has inherent and unique complexities and responsibilities. The CEO will be the lead thinker and spokesperson for navigating them.
- Understand the key stakeholders: As both a fundraising and grant making organization, NPF works with several tiers of stakeholders and priorities. Some of these can be driven as much by the political and bureaucratic considerations for the Foundation’s DOI/NPS partners as by potential donors to the national park system.
- Grow the real resources the Foundation provides to the national park system: The CEO will explore new funding opportunities and needs, while working closely with the Board, senior development and marketing staff, and the NPS Partnership Office.
- Continuously improve our internal operations: The Foundation wants to continue its culture of entrepreneurial spirit, while simultaneously strengthening its processes and accountability.

EXPERIENCE, SKILLS, AND ATTRIBUTES OF THE SUCCESSFUL CANDIDATE

EXPERIENCE AND SKILLS

- Minimum of 10 years proven P&L and executive leadership in a national or international organization(s) with at least \$40 million in annual support. Combination of private and charitable sectors preferred.
- Prior Board leadership experience strongly preferred; required absent P&L experience as CEO, COO, or EVP. Significant experience working with Boards is essential.
- Proven fundraiser.



- Demonstrated success as a relationship builder and collaborative problem solver; successful 360-degree relationships both within and external to an organization will be an advantage.
- Ability to travel up to 25 percent and work non-traditional hours with the schedule driven by fundraising, governance and program needs.
- Outstanding communicator. NPF requires creative and articulate presentation skills. Listening skills are just as important as speaking skills.

ATTRIBUTES

- Big Dreamer and Big Doer: America's national parks were and continue to be built because of someone or some group's big dream. The CEO will have big dreams for how NPF can continue to fund and implement its mission. He/she will share a clear vision for the future yet know how to build from the ground up.
- Chief Champion for the Mission: Understand the big picture, know what is important to donors and what best serves the mission.
- Collegial: Share information and work cooperatively at all levels; give and earn respect; expertly navigate through challenges with a sense of fortitude, bringing out the best in others as you build trust and buy-in from both colleagues and donors alike.
- Gravitas, persuasive and credible: Earn colleagues respect for knowledge and the ability to communicate in a clear and defined manner. Be sensible and sensitive to the needs and goals of others as well as known for leadership, poise, and diplomacy.
- Flexible: Be able to reprioritize to seize opportunities, yet remain focused resolutely on long-term priorities.

About the National Park Foundation

Our National Parks are living examples of the best America has to offer - our magnificent natural landscapes and a network of nearly 400 natural, cultural and recreational sites across the nation. The American system of national parks was the first of its kind in the world, and provides a model for other nations who want to establish



their own protected areas. Parks provide recreational experiences, opportunities to learn and grow, and places of quiet refuge.

For more than 100 years, private philanthropy has helped to improve, preserve, and protect America's National Parks. For more than forty years, and without federal appropriations, the National Park Foundation (NPF) – chartered by Congress as the only national charitable partner of America's National Parks – has sustained this legacy of private philanthropy. The mission of the 35 dedicated employees of the National Park Foundation is to strengthen the connection between the American people and their National Parks by raising private funds, making strategic grants, creating innovative partnerships and increasing public awareness. With an \$8 million unrestricted operating budget and more than \$60 million in total net assets, the Foundation supports the national park system through partnerships and direct grant making as well as a fiduciary “accept and administer” function for what approximates donor-directed activities. Bylaws provide for total of 24 Board members, inclusive of the Secretary of the Interior and the Director of the National Park Service who serve *ex officio*.

Please send nominations or applications, including all contact information to:

Jane Donaldson at Phillips Oppenheim
Email: NPF@phillipsoppenheim.com