National Association for Olmsted Parks (NAOP) www.olmsted.org

Executive Director - Position Description

The National Association for Olmsted Parks (NAOP) is a 501(c)(3) non-profit organization based in Washington, DC. NAOP’s mission is to advance Olmsted principles and the legacy of irreplaceable parks and landscapes that revitalize communities and enrich people’s lives. It is the only national organization solely dedicated to preserving the Olmsted legacy by providing the advocacy, research and education needed to protect, restore and maintain these exemplary parks and landscapes.

Established in 1980, NAOP is a coalition of design and preservation professionals, historic property and park managers, scholars, municipal officials, citizen activists and representatives of Olmsted organizations throughout the United States and Canada. Its concern is preservation and promotion of the legacy of landscape work left by Frederick Law Olmsted Sr. and the firm continued by his sons. NAOP encourages scholarship, publishes key reference materials, supports local park restoration and operations, and provides technical assistance to preservation efforts.

STRATEGIC GOALS
NAOP has adopted five strategic goals that will drive the organization's activities over the next several years. These include:

- Increase public understanding and awareness of the Olmsted legacy and its relevance to contemporary society;
- Broaden the base of knowledge among landscape professionals, advocates and lay people to support the preservation of historic landscapes and the implementation of Olmsted principles in contemporary landscapes;
- Enhance the capacity of NAOP’s national network of members and affiliates to preserve, rehabilitate and manage Olmsted parks and historic landscapes in their communities and to carry the Olmsted vision into the future;
- Strengthen NAOP’s links with key organizations locally and nationally;
- Develop organizational effectiveness and capacity to support these goals.

RESPONSIBILITIES OF THE POSITION

Reporting to the Board of Trustees, the Executive Director manages the operation and development of the organization to ensure NAOP achieves its strategic goals and advances its mission. S/he provides leadership in fundraising and financial management; delivery of programs and services; long-range planning; outreach; human resources; and board administration. Primary functions include:

Administration

- Oversee the operation and maintenance of the NAOP office.
- Develop and implement the strategic framework and annual business plan to (a) provide relevant programs and services and (b) develop revenue sources to support operations and ensure the overall financial health of the organization.
- Hire, supervise and evaluate staff, including the Director of Development and Office Administrator. Manage contractors and the affiliated Olmsted Papers Project.
Consult regularly with Co-Chairs, Executive Committee and Board on matters requiring action and providing them with sufficient information to make informed decisions.
- In collaboration with the Board, Committee Chairs and local planning groups, organize and conduct two board meetings per year.

Finance and Fundraising
- Be responsible for all financial matters of the association.
- Lead fundraising and development efforts to achieve NAOP’s fundraising targets and strategic vision. This includes working with the Development Committee of the Board to raise NAOP’s annual operating budget as well as funds for special projects and The Olmsted Papers Project through membership/affiliate fees, major donor gifts, and grants.
- Look for opportunities to increase earned income.
- Lead cultivation and stewardship of current and potential donors, supporters, members and affiliated organizations.
- Actively participate with board development.
- Assure fiscal integrity. With the guidance of the treasurer and Audit Committee, manage appropriate fiscal controls, procedures and reporting (internal and external).
- Develop and manage the annual total operating budget of approximately $500,000.

Outreach and Programming
- Serve as NAOP’s primary spokesperson, fostering relationships that support NAOP’s mission, programs and core values.
- Continue to build NAOP’s national network to raise awareness, mobilize resources and facilitate collaboration on relevant issues. Ensure NAOP’s regular and effective communication with its constituents. Be available to respond to requests for information and assistance.
- Working in close collaboration with the Board and NAOP partner organizations, plan, promote and execute NAOP-sponsored events, programs and projects.
- Develop and provide information and tools to effectively support relevant advocacy requests and initiatives nationwide.

QUALIFICATIONS
- Demonstrated success in nonprofit leadership positions. Commitment to the mission, programs and goals of the National Association for Olmsted Parks.
- Relevant experience in and knowledge of historic landscape preservation, landscape architecture and history.
- Demonstrated experience in fundraising, effective relationship management, and membership development. Direct experience working with boards, advisors, and donors, and working with audiences served by NAOP.
- Proven knowledge of program management, marketing, publications and communications, including relevant technologies.
- Established record of administrative, financial management and strategic planning experience.
- Direct experience hiring and supervising staff.
- Excellent leadership, communication, organizational and administrative skills.
- Bachelor’s degree and at least 5 years progressively responsible management experience in the preservation, landscape design/history, or related field. Advanced degree preferred.

COMPENSATION
Salary commensurate with qualifications and experience. Comprehensive benefits package.

APPLICATION
The deadline for applications is December 2, 2013. Please submit applications to the Search Committee, including a letter of interest, resume, and compensation expectations, to: search@naop.org. No phone calls please.