



SANTA CRUZ VALLEY
NATIONAL HERITAGE AREA

Executive Director

Supervisor: President of the Board of Directors

Type: Full-time, 40 hours/week, FMLA exempt

Salary range: \$60,000-\$70,000

Position Description

The Executive Director is the key leader and manager of Santa Cruz Valley Heritage Alliance, Inc., which is the local coordinating entity for the Santa Cruz Valley National Heritage Area, designated in 2019. The current annual budget is approximately \$300,000 with anticipated growth in the next two years.

The Executive Director is responsible for implementing the strategic priorities of the board of directors and managing the day-to-day operations of the organization. Responsibilities include developing and managing programs in accordance with annual National Park Service task agreements and other grant contracts, coordinating implementation of the management plan, organizing monthly board meetings and trainings, coordinating with the Treasurer on monthly bookkeeping and financial reports, developing annual budgets, coordinating fundraising efforts, and increasing public awareness of the organization and the NHA. The position demands a high level of organizational skills and attention to detail, experience managing and developing all aspects of internal operations, and knowledge and appreciation for the region's history and culture.

Essential duties and responsibilities include the following – other duties may be assigned:

Administration

- Coordinate with the Board to develop annual or multi-year budgets and strategic plans.
- Organize monthly board meetings; take minutes and distribute in a timely manner.
- Track and manage funding and service contracts, including associated budgets.
- Ensure annual renewal of liability insurance complies with all funding contracts.
- Coordinate bookkeeping and monthly reports with accountant and bookkeeper.
- Review and update policies to comply with all funding contracts.
- Manage payroll services with a third-party vendor, including applicable state taxes, workers compensation, etc.
- Make recommendations for new or revised employee benefits (health insurance, paid time off, etc.) and coordinate delivery of benefits when approved by the Board of Directors.

NHA Management Plan

- Coordinate with consultants to finalize the management plan, submit to the Dept. of Interior, and track implementation once approved.
- Grow public outreach to build support for implementation.
- Engage in local government and other stakeholder outreach.

Essential Duties (continued):

Program Development

- Oversee implementation of programs and projects identified in the annual National Park Service task agreements.
- Manage program budgets in accordance with the National Park Service agreement.
- Develop and manage the Heritage Ambassador (volunteer) program.
- Identify new project opportunities with partners on an annual basis.

Marketing and Outreach

- Work with the Marketing & Outreach Coordinator to develop outreach programs and events to increase awareness of the Santa Cruz Valley National Heritage Area and its nationally distinctive themes, including but not limited to a monthly newsletter (digital or print), social media content, presentations to community partners, website content, etc.

Fundraising

- Create and manage a fundraising plan, including:
 - Develop and implement an individual donor strategy.
 - Solicitations, campaigns, fundraising events,
 - Conduct corporate donor outreach.
 - Research and apply for grants, including State, Tribal and foundations.

Supervisory Responsibilities: This position supervises the Marketing & Outreach Coordinator position and is responsible for setting performance plans and conducting evaluations, ensuring time sheets are tracked and reported for payroll processing. The Executive Director is responsible for expanding capacity and hiring/supervising additional staff as the budget permits.

Preferred Qualifications

A four-year accredited college degree and 4+ years of relevant work experience (administrative, fundraising, program development, community outreach and/or marketing). An equivalent combination of education and experience may be accepted as a satisfactory substitute for the required education and experience listed above. Other preferred qualifications include:

- Strong leadership experience or non-profit management experience.
- The ability to guide the preparation and management of a complex budget, involving multiple streams of revenue.
- Past success in working with a board of directors.
- Strong marketing, public relations, and fundraising experience.
- Strong written and verbal communication skills.
- Ability to manage multiple, complex tasks.
- Strong organizational skills and attention to detail.
- Experience with MS Office basic computer programs (Word, Excel, PowerPoint, etc.).
- Commitment to the mission of the Santa Cruz Valley Heritage Alliance.
- Knowledge and respect for the region's natural, historic, and cultural resources.
- Professional demeanor.
- Bilingual in English and Spanish preferred, not required.

Benefits: Include three weeks annual personal time off. Although health insurance is not available at this time, it is the intent to be able to offer a health insurance plan in the near future.

The Santa Cruz Valley Heritage Alliance is an Equal Opportunity Employer and does not discriminate against any employee or job applicant because of race, color, religion, national origin, sex, sexual orientation, physical or mental disability, or age. We seek diverse applicants to join our staff.

Application Instructions: To apply, please submit a resume, three references, and a cover letter outlining your interest in the position to vanessa@santacruzheritage.org. Applications will be reviewed on an ongoing basis and the position will remain open until filled.