



## **EXECUTIVE DIRECTOR JOB DESCRIPTION**

Position Title: Executive Director, Friends of the Urban Forest

Date of Hire: On or about June 15, 2009 or until the position is filled

Salary: Commensurate with experience

Location: San Francisco, California

Applicants should submit a resume and letter of interest to Search Committee  
EDSearch@fuf.net. Confidential questions about this position may be addressed to Francesca  
Viotor, francesca@igc.org.

## **POSITION DESCRIPTION**

Friends of the Urban Forest (FUF) is seeking an experienced, entrepreneurial, visionary leader to fill the position of Executive Director (ED). Since 1981, FUF has grown to become San Francisco's leader in promoting and creating a larger, healthier urban forest as part of the City's urban ecosystem, through community planting, maintenance, education and advocacy. Every month, FUF staff engages scores of resident volunteers throughout the City of San Francisco in expanding and maintaining the urban forest. Employing a community building approach to its work, FUF works to instill a sense of pride and "ownership" of the urban forest among the City's diverse population. Additionally, FUF has been a consistent voice of support for strengthening the City's tree-planting efforts and has actively collaborated with other community-based greening organizations. In recent years FUF has begun to focus on and promote its potential for playing a role in reducing global warming. For more information on FUF please visit the website at [www.fuf.net](http://www.fuf.net).

The search for a new leader for FUF comes at a time when government resources for urban greening are dwindling, foundations and corporate donors are significantly reducing commitments to non-profit partners and individual donors are cutting back donations. After planting 43,000 trees over 28 years, FUF is grappling with the need to develop a new business model that more effectively protects and expands the City's tree canopy. The FUF Board of Directors hopes to recruit an innovative change agent who will evaluate the efficacy of every aspect of the organization, challenge the status quo and effectively place the organization on a

sound financial footing.

The Executive Director will be responsible for leading, developing and managing Friends of the Urban Forest. As the chief fundraiser and operating officer of FUF, he or she will be responsible for raising and allocating the necessary funds to meet programmatic and organizational goals, as set with the Board of Directors. In addition to representing the organization publicly and in business negotiations, the ED will effectively lead and motivate staff, and work to enhance FUF's success within the community.

Candidates should have a distinguished record in leading organizations and working effectively with staff, boards and a broad cross section of stakeholders. Special consideration will be given to candidates with a demonstrated commitment to environmental protection, urban greening and/or forestry issues.

### **General Scope of Executive Director Position**

The Executive Director will be responsible for the successful development, promotion and implementation of new or improved approaches, models, and strategies for advancing the growth and maintenance for San Francisco's urban forest canopy.

The ED will also responsibly manage, maintain, allocate and grow FUF's \$1.2 million budget and financial reserves. This includes communicating with donors, recruiting new donors, and retaining existing donors, as well as developing grant proposals, maintaining foundation relations, developing the corporate donor program, coordinating events and identifying additional sources of revenue.

As spokesperson for FUF and as liaison with other public sector agencies, government representatives, foundations, community and partner organizations and businesses, the ED will promote and enhance FUF's visibility and influence by proactively elevating its impact and presence in the community in the course of enhancing and expanding San Francisco's urban forest.

### **Responsibilities**

*Leadership:* In collaboration with the Board of Directors, refine and expand FUF's vision, mission, budget, annual goals and objectives. Develop a strategic plan for programmatic and community outreach and development, seek community input and engage their support, and identify and respond to opportunities and challenges. Build and manage an effective executive team.

*Fundraising:* Develop government and foundation grant proposals and other fund raising activities, donor development and mailings, corporate donations and appropriate events. Identify potential new initiatives and partnerships to build on FUF's base within the

community and to generate revenue for specific programs and the organization as a whole.

*Financial Management:* Draft and balance an annual budget. Manage cash flow. Ensure proper fiscal accounting and controls in accordance with the guidelines of funding sources and with sound accounting practices. Maintain fiscal solvency of organization.

*Operational management:* Manage the day-to day operations and staff of FUF, monitoring programs and budgets. Effectively allocate resources . Maintain productive and supportive work environment that mentors, nurtures and enables staff to reach their potential while enabling FUF to enhance its ability to achieve its objectives. Effectively inspire and lead the hundreds of volunteers on which FUF relies to fulfill its mission

*Community engagement and development:* Represent FUF publicly. Work constructively with the community, staff and Board to foster activities and expand community involvement and support. Develop and maintain effective partnerships with other organizations and community members.

*Program development:* Lead development and implementation of programs that effectively make FUF's common vision to preserve, protect and enhance the urban forest a reality..

*Administration:* Actively participate in Board meetings as a non-voting member; establish and/or implement all administrative policies and procedures, negotiate with consultants and contractors as necessary.

## **Qualifications**

This position requires extensive experience in leading and cultivating donors, volunteers, staff and organizations, which may be gained through a combination of professional experience and education. This position requires excellent leadership and communication skills, an understanding of the collaborative nature of FUF, knowledge of fundraising and development, and extensive experience working with not-for-profits. Specifically:

- Excellent management skills, and demonstrated ability to lead, motivate and direct program and administrative staff and FUF broad base of volunteers and interns. Demonstrated success in managing fiscal, technical and human resources.
- Substantiated record of successful fund raising from a variety of sources, including but not limited to corporate, government, foundation, direct mail, major donor campaigns and events.
- Excellent oral, written and interpersonal communication skills. Ability to analyze and resolve issues quickly and make good decisions in a collaborative culture. Demonstrated ability to consistently, effectively and tactfully communicate with people at many levels. Demonstrated ability to develop and maintain effective working relationships.

- Proven project management skills
- Extensive leadership experience (7 or more years) in not-for-profit or equivalent management. B.A./B.S. required; advanced degree highly desirable.
- Greening, leading volunteer based organization(s) and local policy experience a plus.

*Friends of the Urban Forest is an equal opportunity employer committed to developing the leadership skills of people from diverse backgrounds. We are committed to identifying and recruiting a broad and diverse pool of qualified candidates for this position.*

Dated: April 1, 2009