



Executive Director **Job Overview**

Title:	Executive Director
Location:	Santa Cruz, CA
Status:	Full time
Date Posted:	May 17, 2021
Closing Date:	June 25, 2021
Salary:	Competitive salary with benefits and financial incentives based on revenue targets

Save Our Shores, founded in 1978, is a 501(c)(3) non-profit marine conservation organization located in Santa Cruz, California, providing programs across the Monterey Bay region. Originally formed to prevent oil drilling in what later became the Monterey Bay National Marine Sanctuary, the organization now addresses a variety of issues that challenge the health of our coastal environment and well-being of an amazing variety of wildlife. Currently the annual budget is approximately \$500,000 (due to COVID) and there are 4.5 employees. We expect both the budget and size of staff to grow as we emerge from the worst of the pandemic and its economic impacts.

Save Our Shores' mission is: ***"To steward clean shores, healthy habitats and living waters to foster a thriving Monterey Bay and Monterey Bay National Marine Sanctuary."*** Our key methods for delivering on our mission are: ***Awareness, Advocacy, and Action***

The Executive Director reports to the Save Our Shores Board of Directors and is responsible for leading and overseeing the management of all of Save Our Shores' programs. The new Executive Director will implement the SOS strategic vision to achieve clean shores, healthy habitats, and living waters across California's central coast. This will include reviewing and evaluating the current strategic plan and revising and updating it as appropriate, working with the Board, staff, and community to ensure revisions are consistent with the organization's mission and programs. The Executive Director will be expected to build on Save Our Shores' signature strengths to encourage wide community support, substantially grow the organization's revenue, and provide tangible conservation benefits. It is expected that the new Executive Director will pursue a diverse fundraising strategy to provide Save Our Shores with increased long-term financial stability and security.

The ideal candidate will be ready to bring new energy, creativity, and professionalism to an organization that is beloved by the community, while at the same time, providing new leadership to expand the reach and impact of the organization. Individuals with vision, a strong sense of accountability, and a proven track record of advocacy, policy development, fundraising and effective management are encouraged to apply.

DUTIES

General

- Lead the organization in fundraising, community and stakeholder outreach, communications, financial and administrative management, strategic direction, and program implementation.
- Report to the Board of Directors on the overall performance of the organization and the effective execution of the strategic goals, as well as individual professional goals, which are reviewed over

the course of the year.

- Expand the ways in which Save Our Shores can be a more diverse and inclusive organization at both the staff and board levels, ensuring that we are able to serve all demographics across Santa Cruz, Monterey, San Mateo, Santa Clara and San Benito counties, especially Black, Indigenous and People of Color, those who are less economically fortunate, and those who speak a language other than English.

Strategic Vision and Leadership

- Be a visible leader who can represent Save Our Shores throughout the community and inspire the community to support the programs and projects of the organization.
- Work with the Board of Directors to review, refine, and update the Save Our Shores strategic vision and plan in ways that build upon and expand our core strengths, while ensuring that the budget, staff, and priorities are aligned with Save Our Shores' mission.
- In collaboration and/or partnership with local, regional, state, and national stakeholders, pursue resources, policies, programs, and strategies that will ensure the long-term health and beauty of California's central coast.
- Support the continued development of a strong, diverse, and inclusive Board of Directors who are engaged, and representative of the communities served by Save Our Shores, becoming a model of justice, equity, diversity, and inclusion in the non-profit sector.
- Actively engage and energize Save Our Shores' volunteers, Board members, event committees, partnering organizations, and funders.
- Maintain a working knowledge of significant developments and trends in ocean conservation and environmental protection related to Save Our Shores' mission.

Management

- Uphold Save Our Shores defined and documented organizational values and culture.
- Ensure effective management of human resources, accounting, information technology, and administrative functions in compliance with all current laws and regulations.
- Foster a high-performing, integrated team while empowering staff to achieve their individual performance goals with a high degree of accountability.
- Promote a positive, professional workplace that attracts, retains, and motivates staff.
- Promote internal collaboration and teamwork.
- Cultivate a strong and transparent working relationship with the Board of Directors and ensure open, timely communication regarding financial health, programmatic issues, and performance against stated milestones and goals.
- Ensure program excellence by overseeing the execution of all projects and programs, including tracking progress, conducting program evaluations, and reporting to grantors, the Board of Directors, and other stakeholders.

Development

- Work with the Board of Directors' Development Committee to set goals and implement plans to achieve a stable, diversified, and increasing revenue stream.
- Formulate and execute comprehensive development strategies that will enhance revenue from donors, foundations, government agencies, and corporations.
- Play a lead role in funds development while also motivating and building the confidence of all members of the staff and the Board to help raise the funds required to sustain and grow the organization.
- Nurture and engage existing donors and cultivate new ones.
- Take the lead on writing proposals for grant funding and government contracts.

- Develop a comprehensive corporate sponsorship program to support Save Our Shores events, activities, and programs.
- Increase the number of sustaining members, a revenue generating strategy just launched in 2021.
- Formulate and oversee the implementation of a marketing plan for revenue generation via the sales of Save Our Shores branded merchandise.
- Assure robust and targeted communications that engage the entire community in the work and the mission of the organization.

Advocacy

- Actively engage in promoting smart ocean policy at the local, regional, state, and occasionally national level.
- Maintain and strengthen Save Our Shores' focus on mitigating ocean plastic pollution, e.g., our Plastic Bottle Ban campaign.
- Possess the ability to recognize emerging issues and develop effective advocacy campaigns to address them (e.g.: halting sand mining, addressing coastal adaptation, and other issues that impact the Monterey Bay).
- Work with the Board of Directors' Policy Committee to review issues and prioritize Save Our Shores' policy agenda and strategies.

Community Outreach

- Strengthen the current network of influential contacts in the nonprofit and marine conservation field, including individual donors and foundations.
- Continue to build on the sound working relationships and cooperative arrangements Save Our Shores has with community groups and other organizations.
- Provide a strong public "face" for the organization by publicizing the goals, programs, and activities of the organization, as well as representing the programs and perspectives of Save Our Shores to government agencies, other organizations, the media, and the general public.
- Oversee the organization's communications and social media outreach to maintain and continually enhance Save Our Shores' brand and relevance.

Financial

- Ensure the financial health of Save Our Shores.
- Develop short and long-term financial plans and priorities that support Save Our Shores programs and staff needs.
- Monitor and report on the status of the budget and forecasts.
- Maintain sound and legally compliant financial controls including budgeting, expense controls, record keeping, forecasting, and reporting.

QUALIFICATIONS

All candidates should be able to provide examples of leadership and management experience. Other desired qualifications include:

- Bachelor's degree.
- An MBA, MPA, or a related advanced degree.
- At least 5 years of overall professional experience, with at least 2 years in management positions.
- Evidence of success generating revenue including donor development, donor management, proposal/grant writing, contract negotiations, and corporate sponsorship solicitation.
- Keen analytical, organizational, and problem-solving skills that support and enable sound decision making, and an unwavering commitment to quality programs and data-driven program evaluation.
- Outstanding presentation and communication skills and the experience and disposition to be an

outgoing spokesperson and relationship builder.

- Well-developed interpersonal skills, superb oral and written communication skills, and the ability to present ideas clearly and persuasively.
- Action-oriented, entrepreneurial, adaptable, and innovative approach to organizational planning.
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.
- Previous success working with a Board of Directors.
- Experience working for or with non-profit organizations with knowledge of non-profit management.
- Knowledge of and/or experience with the central coast of California and its physical, social, and cultural environments would be advantageous but is not required.

ATTRIBUTES

A person who:

- Demonstrates integrity and operates with a high degree of ethics.
- Is authentic and inspirational, who loves the ocean and marine environment, and has a passion for preserving and conserving our coastal environs.
- Has the ability to professionally and respectfully communicate with a diverse group of staff, board members, volunteers, partners, government officials, and donors.
- Can motivate and direct diverse partners while establishing accountability and shared success.
- Has the ability to actively listen and inspire trust.
- Has the ability to communicate in a positive, compelling, and inspirational way.
- Has the desire and ability to highlight and support the successes of others.
- Has the ability to accept criticism.
- Has the ability to deal calmly and effectively with high stress situations and maintain cool under pressure.
- Is resourceful, with the ability to maintain a vision but also act to take advantage of opportunities.

JOB REQUIREMENTS

The primary workplace is an office setting. However, there is a significant amount of time spent outside the office. The candidate must be willing and able to:

- Participate in field activities including but not limited to beach cleanups, visits to local shoreline and river habitats, and other outdoor events that may require moderate physical exertion.
- Attend and participate in public and private meetings in a variety of indoor and outdoor venues.
- Drive to local and regional meetings and events, multiple times per day or week.
- Occasionally travel by air to attend meetings and events.
- Be available to work outside regular business hours, such as evenings and weekends, frequently.

TO APPLY

Please send the following documents via e-mail to Michael G. Jones, Save Our Shores Board Chair, at: mjones@mac.com:

- Cover Letter
- Resumé
- Three letters of recommendation/reference
- In the Subject line, please type: "Executive Director Position".
- Attachments are preferred in PDF format.