



Executive Director Position Description

Scenic Texas Overview

Scenic Texas is a statewide 501(c)(3) organization dedicated to the important work of preserving and enhancing the scenic character of Texas cities, counties, highways and byways. Scenic Texas focuses on the visual environment seen by all who travel daily throughout the state, recognizing that the public right-of-way along these corridors is the state's largest public space. The Scenic Texas board of directors, chapters and affiliates across Texas collaborate with public and private stakeholders to translate the organization's mission into action.

Position Summary

Scenic Texas is seeking a full-time staff position of Executive Director to lead the organization through the period of growth outlined in our Strategic Plan (available on request). This position will continue to grow Scenic Texas from a primarily all-volunteer team to a professionally managed, financially mature, mission-driven organization. Candidate should have skills in fundraising strategy, and be able to work productively with a board of directors, and help to curate that board over time. A strong candidate would be passionate, creative, and dynamic, possessing the ability to lead and inspire others to embrace and champion the Scenic Texas vision. The ideal candidate also would have public policy experience, highly effective communication and networking skills, and existing positive relationships with government officials, foundations, and business leaders.

Primary Responsibilities

Financial Growth and Viability: Develop resources to ensure the financial health of the organization

- Create a roadmap to fundraising and growing the financial stability of the organization. Candidate should have a level of comfort with fundraising opportunities and be able to direct board members to leverage their connections with talking points and fundraising collateral.
- Seek out unique funding sources to support the organization and its programs. Additionally, the candidate should be able to ensure that all items related to grant and funding participation are being fulfilled throughout the year.

- Work with development staff, board of directors, and consultants to build and execute foundational calendar and support plan
- Create, execute, and work with development staff, board of directors, and consultants in all fundraising activities including but not limited to events, email or mailed appeals, social media, and all marketing initiatives
- Execute sound accounting and financial practices and effective fiscal management that works within the approved budget, maximizes resources, and maintains a positive financial position
- Work closely with board finance chair, accountant, and staff to develop annual budget and monthly financial statements, which accurately reflect the financial condition of the organization
- Work with Scenic Texas' accountant, in preparation of annual audit and IRS filings

Advocacy: Work with the board of directors to advance the organization's mission and vision throughout Texas.

- Work with government relations consultants to track bills and legislation in the State Legislature and throughout the state and create a strategy for response, written or verbal.
- Leverage board connections, create talking points and written communication that can be used to respond to bills and legislation that affect the mission of the organization.
- Form strategic partnerships to further the mission of Scenic Texas at a legal/legislative level.
- Work with a broad spectrum of government agencies, allied organizations and other Scenic chapters to follow legislation that affects mutual interests and goals or objectives.
- Support the scenic chapters in their advocacy work as requested.

Board Governance: Work with the board of directors to achieve the organization's mission

- Responsible for leading Scenic Texas in a manner that supports and guides the organization's mission as defined by the board of directors' strategic plan
- Responsible for communicating effectively with the board of directors and providing, in a timely and accurate manner, all information necessary for the board to function properly and to make informed decisions
- Oversee preparation and staffing for all board and committee meetings

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- Responsible for the administrative operations of Scenic Texas and managing day-to-day activities of Scenic Texas operations
- Responsible for the hiring and retention of qualified staff, and consultants (currently: program coordinator, public relations consultant, philanthropic support, marketing specialists, government relations consultant and accountant).

Organization Mission and Strategy: Work with the board of directors and staff to ensure that the mission is fulfilled through programs, building city and county chapters, educational initiatives, and community outreach

- Responsible for initiating and leading periodic strategic planning process to ensure that Scenic Texas fulfills its mission into the future
- Lead advocacy efforts on issues that affect Texas roadways and scenic character
- Enhance Scenic Texas' image by being active and visible in the community and by working with community stakeholders to achieve Scenic Texas' mission for all programs including:
 - *Educational forums*
 - *Scenic Cities*
 - *Scenic Byways*
 - *1 Million Trees*
 - *Billboard removal, issues and legislation*
- Represent the organization in meetings with
 - *Local, regional, and state elected officials and key staff*
 - *Regulatory officials and staff*
 - *Community leaders and groups*
 - *Public at large*
- Support Scenic America's, city and county chapter missions and programs as they relate to the Texas region

Qualifications and Experience Requirements

- Bachelor's degree required; advanced degree preferred
- Five or more years of senior nonprofit management experience, demonstrating strong organizational capabilities including planning and delegating program implementation
- Strong experience in advocacy work and public-policy initiatives
- Knowledge of fundraising strategies and donor relations unique to the nonprofit sector

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- Knowledge of executing public-private projects, including funding, foundation grantmaking and stakeholder engagement
- Strong verbal and written communication skills; ability to interface and engage volunteer and donor groups; ability to effectively communicate the organization's mission to donors, volunteers, and the community at-large
- Demonstrated ability to guide, support and collaborate with professional staff
- Budget management experience, including budget preparation, analysis, decision-making and reporting
- Record of success in generating new revenue streams and improving financial results
- Executive level skill in working with a board of directors

Compensation and Benefits

Scenic Texas offers full-time employees a negotiable package including competitive salary, bonus eligibility, health benefits, retirement benefits, remote work, and reimbursement of cell phone and reasonable out of pocket expenses occurred on performance of services.

Interested candidates are invited to submit the following:

1. Cover letter describing why you believe you would be a good fit for the position. Please include your salary and benefits requirements.
2. Resume, including list of accomplishments related to qualification and experience requirements
3. Upon request, three references that can speak to primary responsibilities listed above.

Email: jobs@scenictexas.org

Scenic Texas is an equal opportunity employer.

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