

PRESIDENT & CHIEF EXECUTIVE OFFICER

Job Title:	President & Chief Executive Officer (CEO)
Reports to:	RFFI Board of Directors
Worksite:	RFFI Offices, 90 West Redwood Ave, Fort Bragg, CA 95437
Allocation:	Full-time
Date:	Updated 9-07-2021
FLSA Status:	Exempt
Compensation:	Salary DOE + benefits (health, dental, vision, life, retirement plan)

Position Overview

The President/CEO supports the mission of Redwood Forest Foundation, Inc. (RFFI) to “acquire, protect, restore, and manage forestlands and other related resources in the Redwood Region for the long-term benefit of the communities located there.”

The President/CEO is responsible for managing and leading RFFI and its subsidiaries including but not limited to Usal Redwood Forest Company LLC (URFC). The President/CEO synthesizes the long-term mission and vision of RFFI into an operating strategy and executes a plan that will build financial support and strengthen the organization on all levels. In partnership with a committed and active Board of Directors, the President will lead the development and execution of strategic plans. The President/CEO builds the organization through growing strategic relationships, developing and directing resources, and managing operations. The President/CEO manages complex finances and operations, builds financial support, and connects community strategy to daily work.

If interested, submit a Resume and Letter of Interest by email to: CEO@rffi.org

Principal Duties and Responsibilities

The primary responsibilities of the RFFI President/CEO are as follows:

Organizational Leadership

- Establish and maintain a positive working relationship with the Board of Directors;
- Assist Board of Directors in identifying potential future Board members who deepen the capacity of the board to represent various stakeholders and increase its ability to fundraise and fulfill RFFI’s mission;
- Work with the Board of Directors to develop and execute strategic plans on a periodic basis for the development of RFFI/URFC, including annual work plans to build the capacity of the organization;

- Work with the Board, Forest Manager and forestry staff, to advance the Stewardship Plan for Usal Redwood Forest;
- Provide the Board with information and resources needed to carry out their work, promptly inform them of all business and policy issues and opportunities that may affect RFFI and recommend appropriate courses of action;
- Present accurate, effective and timely management reports to the Board and sustain the open communications required for healthy partnership with the Board;
- Lead the development of strong and effective governance at all levels of the organization;
- Facilitate communication and cooperation between the forest managers, community members and community partners so that ideas, and perspective can be shared and relationship strengthened;
- Build and manage staff as required; and
- Recommend new policies for Board approval as needed.

Fundraising

- Plan, direct and execute a fundraising strategy focused on raising operating capital for RFFI, supporting forest related projects and programs, investigate alternate funding for meeting its fiduciary responsibility and for other key initiatives;
- Develop and support fundraising programs including corporate and foundations grants, major gifts, annual support, special events, memorial gifts, campaigns, planned giving and other fundraising programs;
- Monitor and pursue grants from federal and state governments as well as private foundations, and work with the board and staff in the submission of grant proposals and presentations;
- Work with the board and staff to facilitate and develop a culture of fundraising within the organization;
- Facilitate the preparation, content and timing of direct mail, online marketing, and collateral pieces to promote RFFI's activities and encourage charitable gifts, and;
- Direct the documentation and stewardship of RFFI's donors and related tree planting program, ensure that donor records and acknowledgements are maintained in accordance with appropriate standards and practices.

Finance and Operations

- Maintain an open and direct working relationship with financial partners in order to actively and advantageously manage fiduciary responsibilities;
- Develop and manage RFFI's annual budget. Implement the annual budget, including both the expenditures and the realization of revenues through successful fundraising and earned-income development;
- Oversee development of Usal Redwood Forest annual budget that is prepared by the Forest Manager and its integration with the RFFI budget to create an integrated organizational budget,
- Monitor and ensure organizational transparency and compliance with California statutes, the conservation easement, Forest Stewardship Council (FSC) certification, IRS regulations governing nonprofit corporations and other agreements, certifications and regulations;
- Direct the URFC forest carbon compliance offset program in coordination with the Forest Manager. This includes managing the contract Program Coordinator in the inventorying of Usal Forest carbon and preparation of the Offset Program Design Report, registration of the

project with the Climate Action Reserve and California Air Resources Board, and negotiating and approving offset annual sales. It also includes working with the RFFI Board to budget and approve annual sales, reporting to and negotiating with Bank of America and their counsel to secure consent for sales, and providing the bank with settlement documentation to complete distribution of proceeds between debt payment and URFC operating reserves; and

- Negotiate purchase and funding of land acquisitions, including the Reist Ranch.

External Relations

- Reach out and represent the organization to a wide range of community members and constituencies throughout the region and nationally to connect the broader public to RFFI's work; expand awareness of RFFI's achievements and effectively make the case for supporting the Foundation;
- Establish and maintain positive relationships with actual or potential funders, key stakeholders and the community-at-large including state and regional government, institutions and organization, business, professional, conservation and education leaders, service organizations and other that share an interest in the work of community forestry;
- Oversee the cooperation and participation of partner groups, legislators, media representatives, business, environmental nonprofits, civic groups and the general public to further the goals of RFFI; and
- Communicate effectively to all groups regarding the mission and programs of the Foundation, establish a trustworthy, transparent and visible presence of the Foundation in the community at large.

Program Management

- Evaluate and propose new programs to further the mission of RFFI and foster the development of long term community participation and support for RFFI's work. Ensure all programs bring value to the organization and are sustainably funded;
- In collaboration with key partners, identify regional needs that are appropriate for the Foundation to address and bring them forth for consideration and prioritization as programs;
- Develop programs related to future land acquisitions, including the Reist Ranch; and
- Develop, maintain, and present performance metrics, benchmarks and targets to measure the programmatic effectiveness and ensure the confidence of funders.

Supervision Received

Supervision is provided by the RFFI Board of Directors.

Supervision Exercised

Direct supervisor of the URFC Chief Forester, Business Manager, Program Director and Administrative Assistant.

Qualifications

Specific desired skills

- a. Demonstrated understanding of the legal, financial and ethical requirements of nonprofits;

- b. Significant leadership experience and achievement in the private, public or non-profit sector;
- c. A background in forestry, conservation biology, resource management or experience in roles that provide insights and knowledge of these disciplines;
- d. Demonstrated success planning, executing and raising significant operating and program funding;
- e. A high degree of financial acumen; including budget development and management, analyzing and presenting financial information.
- f. Experience working with boards, including meeting agenda development, identifying the appropriate decision making level based on law and organizational policy, provision of timely and appropriate information supporting the boards need to make decisions.
- g. A track record of building partnerships, coalitions, and alliances in the public spotlight and across sectors, communities and fields of practice;
- h. Understands and embraces the unique and critical role RFFI can play in developing a healthy and sustainable region;

Personal attributes

- a. A passion for the idea of working forests and a belief in their capacity to transform communities;
- b. An energetic, entrepreneurial mindset that combines analytical skills with political savvy;
- c. Clear competency in articulating a vision that motivates internal and external stakeholders toward common goals;
- d. An inclusive, transparent, consensus-building leadership style both in and out of the public spotlight that inspires and builds trust;
- e. Strong listening skills combined with excellent written and oral skills;
- i. High integrity and a commitment to personal and professional excellence; Highly collaborative and transparent;
- i. Politically astute, able to navigate a complex social network, and
- j. Strong work ethic coupled with an optimist' enthusiasm and a pragmatist's desire for action.