



Florida Trail
Association

POSITION ANNOUNCEMENT

Executive Director Florida Trail Association Gainesville, FL

Organizational Overview

In 1966, the Florida Trail Association (FTA) was founded with the idea that Florida deserved a long-distance hiking trail. With its headquarters in Gainesville, Florida, there are now nineteen chapters with dedicated volunteers who build and maintain the Florida Trail and the Florida Trail System, a network of hiking trails on a variety of public and private lands throughout Florida.

In 1984, the Florida Trail (FT) became a National Scenic Trail. Officially known as the Florida National Scenic Trail (FNST), it is often referred to as the FT. The FT is one of eleven National Scenic Trails in the United States, spanning 1,500 miles from Big Cypress National Preserve near Naples to Gulf Islands National Seashore on Pensacola Beach.

The FT is primarily a woodland, non-motorized long-distance recreational trail for hiking and other compatible activities. Development, maintenance, and management are cooperative efforts between the U.S. Forest Service (USFS), the FTA, and land management partners throughout the state. The FTA is a membership- and volunteer-based organization led by a Board of Directors (BOD) elected by its members. FTA volunteers are the workforce that built and continues to maintain the FT.

Position Overview

The Executive Director (ED) of the FTA is responsible for the supervision and oversight of the organization. The ED will plan, direct, administer and evaluate all components of FTA programs, staff and partnerships. The ED reports to the BOD and ensures that all FTA activities meet long-term objectives and are consistent with the FTA Strategic Plan and Mission Statement. The ED is responsible for day-to-day coordination and collaboration with the USFS FNST Administrator along with state and local government entities and partners to secure cooperation and resources for the FT and the FTA.

The ED serves as the face of the FTA. Serves as the FTA's primary fundraiser to increase the organization's financial resources and ensure long-term solvency and support of the FTA Mission. Responsible for the development and implementation of the annual budget. Participates in financial planning for the organization. Oversees and ensures a professional, trained and motivated staff. Primary work location is the FTA office in Gainesville. Remote working is acceptable when circumstances warrant.

The ED promotes and advocates for the FTA and its mission to the extent that the organization is well-known and well-regarded throughout Florida and the United States. Promotes the FT as a premier hiking experience worldwide. Advocates and leverages support for the completion and permanent protection of the FT as a premier hiking experience worldwide. Promotes a permanently protected and fully connected FT.

Key Objectives

1. Create and implement a strong fundraising development plan to promote mission achievement and financial sustainability. To include: institutional, foundations, corporate, endowments, legacy giving, planned giving,

and annual giving. Move the organization to the forefront of donor and prospective donors' minds for charitable giving and investment and build a depth of donors.

2. Improve the FTA's membership recruitment, image marketing, communications and social media presence with the goal of recruiting and engaging new and younger members.
3. Provide leadership, direction and cohesiveness to internal operations. Improve and enhance training and education for staff at the state levels, to include staff development and succession planning.
4. Establish strong working relationships and partnerships with the USFS, the State of Florida and other government entities, environmentally compatible partners and private partners to improve and enhance advocacy efforts on both the state and federal levels.

Position Responsibilities

- The ED of the FTA will develop, provide and set a clear vision and action plan for the BOD, staff and all stakeholders. They will understand, anticipate and plan for the needs of the organization in both the short and long-term future. They will target organizational stability, long-term viability and financial growth and independence going forward. They will also provide support and input to the BOD, and work with the BOD committees as required.
- Lead and participate with the BOD in developing strategic plans for the organization.
- Serve as a trusted advisor and active participant for BOD members and leadership recruitment.
- Prepare and implement annual financial development plans, guide the BOD and implement comprehensive, targeted fundraising and development activities.
- Ensure FTA compliance with IRS and corporation laws in order to maintain nonprofit status; oversee the preparation and submission of IRS returns; remain knowledgeable on all laws and regulations related to the operation of a 501(c) (3) organization.
- Manage all human resources activities, staff orientation, continuing education and succession planning.
- Represent FTA and the FT at federal, state, and local level meetings where opportunities and/or controversy may be addressed.
- Manage and collectively create the annual budget with staff for presentation to the BOD and regularly monitor and reports the organization's financial status, including a fiduciary responsibility for income and expenses to the BOD.
- Ensure the timely completion and compliance with the execution and reporting for grant funding.

Position Qualifications

- The ideal candidate will demonstrate a commitment to, and passion for, working with a leading outdoors/conservancy organization. They will share and support the mission, vision and values of the FTA and be willing and able to adapt their personal and professional style to integrate effectively as a key contributor to the ongoing and future success of the organization.
- Ideally, candidates will have 5 to 8 years of experience in organizational leadership, staff supervision, and fiscal responsibility within a membership-based nonprofit. However, we welcome applicants with comparable experience in related fields who demonstrate strong leadership, strategic planning, and financial management skills.
- Knowledge of conservation and trail-related issues and an enjoyment of the outdoors.
- Knowledge of current trends and best practices of multiple donor solicitation and fundraising channels, with an emphasis on major gifts, planned/legacy giving and annual solicitations.
- Demonstrated experience in all areas of fund development including state, federal and private sector grants and sponsorships, and special event fundraising.

- Demonstrated success in community engagement at senior levels with the proven ability to impact corporate relationships and effective community partnerships.
- Bachelor's degree in a related discipline; graduate degree or professional certification (i.e. CFRE) preferred.

This position provides a competitive base salary, annual bonuses, benefits program and relocation assistance for out of market candidates.

To apply: Email a cover letter and resume in PDF format to CMARTIN@IDEARECRUITERS.COM with the subject line: "FTA Executive Director Application." Applications will be reviewed on a rolling basis and accepted until the position is filled.

The Florida Trail Association is an equal opportunity employer. We welcome applicants from all backgrounds and are committed to a workplace where all individuals are treated with fairness and respect. Employment decisions are based on qualifications, merit, and organizational needs.

