



**Executive Director  
Florida Trail Association  
Gainesville, FL**

## **Organizational Overview**

For over fifty years, The Florida Trail Association (FTA) has celebrated hiking in Florida. Nineteen chapters support dedicated volunteers who build and maintain the Florida Trail and the Florida Trail System (FTS), a network of hiking trails on a variety of public and private lands throughout Florida. Together under the guidance of the U.S. Forest Service, the FTA's premier trail is the Florida National Scenic Trail or the Florida Trail (FT).

The Florida Trail is one of eleven National Scenic Trails in the United States. It currently runs 1,500 miles from Big Cypress National Preserve to Gulf Islands National Seashore. Started in 1966 and designated as a National Scenic Trail, the Florida Trail provides permanent non-motorized recreational opportunities for hiking and other compatible activities. Trail development, maintenance, and management are cooperative efforts of the U.S. Forest Service (USFS), FTA volunteers, and land manager partners throughout the state.

## **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, as well as, regularly assess and communicate with all staff members and volunteers. The ED reports to the Board of Directors and will ensure that all FTA activities meet long term goals and are consistent with the mission statement. The ED will cooperate with the USFS and other state and local government entities and partners to secure additional resources for the FTA.

- Increase the organization's financial resources to ensure long-term solvency and support of the mission
- Administer the budget and participate in financial planning for the organization
- Ensure a fully qualified and motivated staff
- Promote and advocate for the FTA and its mission to the extent that the organization is well-known and well-regarded throughout Florida and the United States. Promote the FT as a premier hiking experience worldwide.

## **Key Objectives**

1. Create and implement a strong development and membership program to promote mission achievement and financial sustainability. 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 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 chapter and 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, and private partners to improve and enhance advocacy efforts on both the state and federal levels.



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**Position Responsibilities**

The Executive Director of the FTA will develop, provide and set a clear vision and action plan for the Board, 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 board, and work with board committees as required.

- Lead and participate with the Board in developing a new strategic plan for the organization
- Serve as a trusted advisor and active participant for board member and leadership recruitment
- Prepare and implement a new annual development plan; guide the board and drive 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 the IRS annual report; remain knowledgeable on all laws and regulations related to the operation of a 501(c) (3) organization
- Manage all human resources activities including orientation, continuing education, and succession planning to ensure a professional and enjoyable work environment for all staff
- Represent FTA and the FTS at federal, state, and local level meetings where opportunities and/or controversy may be addressed
- Participate in the preparation of the annual budget and regularly monitor the organization's financial status, including a fiduciary responsibility for all expenditures
- Oversee the timely completion and compliance with the execution and reporting for all 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.

- At least 5 to 8 years of experience in charge of the organizational leadership, staff supervision and fiscal responsibility for a relevant membership based, nonprofit organization
- 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, an annual bonus, generous benefits program and relocation assistance for out of market candidates. For immediate confidential consideration please contact:***

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