

# **Canyonlands Natural History Association**

## **Executive Director Search**

### **2023**

Chartered in 1967 as a 501-c3, not-for-profit cooperating association, Canyonlands Natural History Association (CNHA) has been serving the needs of its public land partners for over fifty years. Those partners are the Bureau of Land Management (BLM), the National Park Service (NPS), and the U.S. Forest Service (USFS).

CNHA's mission: Canyonlands Natural History Association is a non-profit organization which exists solely to assist the National Park Service, the U.S. Forest Service and the Bureau of Land Management in their education and visitor service efforts. Proceeds from sales support the agencies' educational, interpretive and scientific programs on the Colorado Plateau.

CNHA is currently operating 11 outlets throughout the Colorado Plateau with gross annual revenues in the \$9.5 million range. A sound business plan enables CNHA to donate 28% in cash aid to its partners and sustain an annual operating reserve of 100%. The main office/warehouse facility is located in Moab, Utah. Outlets range in size from 1.6 million in visitation, to simply small racks of interpretive materials, serving remote rural locations. No matter the size, our goal is to distribute quality interpretive materials.

We have a permanent full-time staff of 12, and seasonal staff that can grow to 45. A volunteer board of trustees governs CNHA. The board is a diverse group that donates their time and service while together developing a viable long-range vision for the organization. Board meetings are held quarterly, with a significant amount of board work done in the committee format.

#### **Key Responsibilities**

The Executive Director of CNHA is responsible for the leadership and administrative functions associated with the operation, including primary responsibility for the design, management and maintenance of all CNHA sales outlets, online sales programs, wholesale distribution and warehouse operations. The Executive Director takes a primary role in the development and implementation of strategic plans, by-laws, budgets, missions, partnership contracts, staff management, public relations, marketing, store design, publication and product development. The Executive Director is responsible to and reports directly to the CNHA Board of Directors.

#### **Position Description**

The Executive Director is the chief executive officer of CNHA, in conjunction with Board directives and in accordance with the Articles of Incorporation and By-Laws. The Executive Director cultivates and fosters a service culture in developing and maintaining a productive relationship with three public land partners.

### **Essential Areas of Responsibility**

- Collaborate with public land agencies to accomplish the CNHA mission and completion of designated common projects through contractual agreements, problem resolution and aid distribution
- Provide overall supervision, support and evaluation of permanent CNHA staff, and oversight of all seasonal staff
- Oversee the management of all sales sites.
- Coordinate with partners to effectively operate the multi-agency Moab Information Center
- Maintain a good working relationship with all government officials, whose management areas fall within CNHA outlet sites
- Maintain regular communication with board members through email, phone and in person discussions, and organize quarterly board meetings
- Work with the Operations Manager on interpretive product development, including negotiating contracts with authors, designers and publishers/producers, as well as managing product mix and profit margins
- Approve, recommend and monitor all financial and accounting policies and procedures
- Oversee investments
- Provide aid with the implementation of the Discovery Pool grant program
- Approve, recommend and implement all human resource policies
- Maintain partnership agreements and keep them current
- Develop long-term growth market strategies
- Take an active role in the Public Lands Alliance, Peaks, Plateaus and Canyons Association, Canyon Country Partnerships, and other national and regional Cooperating Association organizations

### **Desired Experiences, Skills, and Background**

- Candidates should have a minimum of 10 years leadership experience including management experience in a nonprofit setting with a track record of success, or an equivalent combination of education and experience. Bachelor's degree required with Masters desired
- Broad range of service organization experience with knowledge of business principles, human resource protocol, administrative skills, including managing a professional staff, and skilled at utilizing technology
- A track record of sound retail business experience
- Excellent interpersonal skills that are reflected in an ability to interact professionally with all levels of constituents as well as executives from other professional organizations and public-land partners
- Ability to build and sustain effective relationships with Board of Directors, staff, public-lands leadership, volunteers, and other stakeholders
- Understanding and appreciation of the mission of public-lands partners, especially regarding interpretation, education, science and research. Demonstrated ability to build relationships and partnerships on a national level on behalf of CNHA

- Strong written communication skills, including ability to prepare and deliver accurate, clear, and concise reports and contracts. Adept in areas of oral presentation and public speaking. Effective in a variety of settings, both inside and outside of the organization with networking ability
- Knowledge of point-of-sale retail and inventory management, publishing and product development
- Travel is required, as is the ability to work a flexible schedule including evenings and weekends

### **Desired Personal Characteristics**

- Solid character with high integrity and an ethical approach to work.
- Possesses a high level of creativity and ability to come up with new and unique ideas; value added in brainstorming sessions
- Ability to delegate - clearly and comfortably delegates both routine and important tasks and decisions; broadly shares both responsibility and accountability; trusts people to perform
- Ability to direct and lead others - good at establishing directions; sets stretching objectives; distributes the workload appropriately; lays out work in a well-planned and organized manner; maintains two-way dialogue with others on results; ability to manage innovation; has good judgment and suggestions based in business experience; while facilitating effective brainstorming.
- Strategic agility -sees ahead clearly; can anticipate future consequences and trends accurately; is future oriented; can create competitive and breakthrough strategies and plans
- Effectively manages mission, purpose and creates strategic milestones and symbols that support the mission
- Approachability - easy to approach and talk to; spends the extra effort to put others at ease; warm, pleasant, and gracious; builds rapport well and is a good listener
- Adept in motivating and empowering others -creates a collaborative climate; invites input from each person sharing ownership and transparency
- Ability to build effective teams -creates strong morale and spirit; shares wins and successes; defines success in terms of the whole team
- Desire and willingness to relocate to Moab, Utah

### **Compensation Package**

Salary for the role is currently anticipated to range from \$120,000 to \$140,000, commensurate with experience. CNHA offers a full benefits package for this position, including health (including HSA), vision, dental, and life insurance coverage; 403b retirement plan with 7% contribution from employer; paid vacation and sick leave; and eleven paid holidays.

Visit Moab Chamber of Commerce for relocation information. <https://moabchamber.com/>

**Application Process**

Apply via email with cover letter, resume, (1) letter of professional reference, and a narrative describing the experience and attributes you bring to this position, in 500 words or less. Please send applications to [board@cnha.org](mailto:board@cnha.org). The application period is now through June 1, 2023. Incomplete submissions will not be accepted for review.

CNHA is an equal opportunity employer and complies with the guidelines of the Americans with Disabilities Act. Females, minorities, protected veterans, and individuals with disabilities are encouraged to apply and bring greater diversity to its workforce.

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This job description is not intended to be all inclusive. Supervisors or managers may ask for performance of other duties related to the position. Evaluation, in part, is based upon performance of the tasks listed in this job description as well as the other duties as assigned.

Management has the right to revise this job description at any time. The job description is not a contract for employment, and either the applicant or the employer may terminate employment at any time for any reason.