

Forever Our Rivers Foundation

Executive Director Position Opening and Description Summer 2019

www.ForeverOurRivers.org



Forever Our Rivers Foundation, a 501(c)(3) nonprofit, was formed in late 2016 with the mission to lead a unique business- and consumer-driven model to fund and support river health. Forever Our Rivers envisions a vibrant national movement – led by the commitment of businesses, consumers and boots-on-the-ground nonprofits – to ensure healthy rivers today and into the future.

Forever Our Rivers seeks a driven and creative individual to help build the Foundation’s programs and direction. The Executive Director (ED) is the first paid employment position for the Foundation; private funding sources have been secured to cover this position for a minimum of one year, with ongoing employment dependent on the success of resource development via institutional partner-paid royalty fees. Forever Our Rivers’ forecast for additional staff includes retention of one support position in 2019, with gradual expansion in the following four years to a total staff team, including the ED position, of six FTEs.

Location: Preference for Grand Junction, Colorado

Salary and benefits: Starting salary will be commensurate with those in the region and industry, progressing upward in alignment with organizational success metrics.

Description:

- Employment type – full-time, 40 hours per week, salaried and exempt, with flex-time approach.
- Education and experience – Bachelor’s degree and/or advanced degree in business or public administration; or, education and experience that applies well to the responsibilities of foundation development and administration.
- Additional requirements – Valid driver’s license.
- Supervision – This position will work directly with and report to the Board of Directors.

Responsibilities:

The primary responsibility of the ED will be to guide and support the start-up phase of Forever Our Rivers, overseeing implementation of the [strategic plan](#), including development and maintenance of:

1. **Cause Marketing-Based Partnerships**, Forever Our Rivers’ principal revenue source, to involve Corporate Partners that pay royalty fees to use the Forever Our Rivers’ trademarked graphic, prominently declaring their commitment to the “Forever Our Rivers” movement by displaying the trademark on their products/packaging and in promotional efforts.
 - a. Recruit and engage companies in the trademark licensing program to meet goal of 80 Corporate Partners (by December 2021), providing necessary funds for both Foundation grant making and operations.
 - b. Achieve a 75% Corporate Partner retention rate by December 2021.

2. **River Health Partnerships**, organizations and collaboratives working on-the-ground (including potential grant recipients), that also pay royalty fees to use and prominently display the Forever Our Rivers' trademarked graphic.
 - a. Recruit and engage organizations in the trademark licensing program to meet goal of 40 River Health Partners by December 2021.
 - b. Invest \$5 million annually in river health projects with River Health Partners by December 2021.
 - i. Manage and develop systems to effectively accept and review grant proposals, allocate funds and evaluate recipients' impact.
 - ii. Conduct grant award-related record keeping, grant administration and periodic reporting activities.
 - iii. Track and refine Forever Our Rivers' grant guidelines, processes and funding priorities to meet the Foundation's high-level goals and strategic emphases.
3. **On-River Engagement**, involving Corporate Partners' employees and customers with River Health Partners.

Establish and manage a volunteer-based program, including evaluation component to assess program progress on goals as outlined in the strategic plan.
4. **Organizational Management/Administration**
 - a. Maintain and develop high-quality and strategic relationships with existing and future funders, Corporate Partners, and River Health Partners.
 - i. Establish and manage a relationship management/contribution tracking system/database.
 - b. Implement the marketing plan, including branding activities that involve development and implementation of communications strategies with targeted audiences, materials development (including coordination with graphic artists, videographers, etc.), maintenance of an up-to-date and relevant website, management of social media and other outreach/communications activities.
 - c. Participate in events requiring public speaking and networking.
 - d. Build on existing administrative and organizational structure to maintain a fully-functional foundation able to support programming in compliance with all federal, state and industry standards and requirements.
 - e. Work with the Board of Directors to utilize members' expertise in river conservation and restoration science, connections to target industries, fiscal systems and fiduciary transparency, and recruitment of new staff and board members.
 - f. Coordinate with the Board of Directors to conduct assessment of progress on strategic goals and annual financial audit; to establish policies and procedures to support achievement of strategic goals and ensure organizational excellence and sustainability; and to improve and enhance all aspects of Forever Our Rivers' according to the strategic plan and best practices.

Application Deadline:

- Please email cover letter, resume, and three professional references to Mr. Tim Carlson, President, tim@ForeverOurRivers.org
- Application deadline is 5 p.m. on June 14, 2019.