



PRESIDENT & CEO



Overview

The C&O Canal National Historical Park (NHP) runs 184.5 miles along the Potomac River from Washington, DC, to Cumberland, Maryland. It is beloved by the five million people who use it annually for recreation, exercise, and the enjoyment of history and nature. Almost entirely fee-free, in 2021, it was the eleventh most visited national park in the nation.

The C&O Canal Trust (Trust), the official philanthropic partner to the C&O Canal NHP, is seeking a President & CEO with a passion for public lands and the nonprofit sector to lead efforts to enhance our capacity to provide robust support to the Park. We are a growing nonprofit that raises funds to preserve and protect the C&O Canal NHP and manages programs that use the Park's natural, historical, and cultural resources for recreational and educational purposes.

Our role is to engage a community of people – donors, elected leaders, business leaders, recreational visitors, and school children, who understand the value of and support this wonderful national park.

The leadership from the Trust and the Park worked together to determine our vision for the future:

The C&O Canal Trust is the highly-visible, well-respected nonprofit leader of the C&O Canal community, linking private citizens, organizations, and state and local governments with the C&O Canal National Historical Park. With the engagement of all stakeholders, we see a safe and well-preserved park, its iconic towpath running uninterrupted for 184.5 miles through diverse landscapes and populations, supported by the communities it touches, and connecting, now and into the future, all who embrace the idea of the C&O Canal as “My Canal.”



Position

The President & CEO of the C&O Canal Trust is an effective leader with a proven track record of success. The successful candidate will be strategic, analytical, have a strong work ethic, and the ability to excel under pressure and in a variety of settings.

The President & CEO will lead the organization in the areas of fundraising strategy, donor cultivation and stewardship, marketing and communications, program management and advocacy. They will foster and maintain open communication and a productive working relationship with the Park Superintendent and other Park leaders in order to embrace the Park's priority needs and support our mutually agreed upon goals. They will recruit, retain and develop staff who contribute to a synergistic, high-performing team.

The President & CEO serves at the pleasure of and reports to the Board of Directors of the Trust. The position is based at C&O Canal NHP in a new headquarters building adjoining the park in Williamsport, Maryland. Trust staff are currently operating under a hybrid model – in office and telework - to allow for on-site collaboration as well as focused telework time.



Responsibilities

The President & CEO is responsible for the successful implementation and oversight of all aspects of the organization. The position is exempt and full-time.

Development

The President & CEO is responsible for working with the Trust's Board and staff to maximize funding and the long-term resources necessary to achieve the Park's annual and long-term strategic objectives.

- Co-creates with the Director of Development an annual development plan which sufficiently funds organizational growth from year to year.
- Champions and articulates the Trust's mission with a wide variety of constituent groups.
- Leads the development of strong, high-level relationships which will attract major gifts, sponsorships and grants.
- Plays a leadership role in soliciting and stewarding major donors.
- Works closely with the Director of Development to increase major gift potential, including the assessment of readiness for a capital campaign.
- Identifies potential sources of revenue for programs and services and assesses their viability.
- Oversees recruitment efforts in order to support the Trust and its activities through fundraising, advocacy, and volunteerism.
- Facilitates targeted collaboration among the Development, Program, and Communications Committees of the Board.



Organizational Management

The President & CEO is responsible for directing and overseeing the administrative affairs of the Trust and for developing, monitoring, updating, and fulfilling the Trust's strategic plan.

- Recruits, leads, supervises, develops, and evaluates Trust employees in a way that fosters a collaborative, collegial, results-oriented work environment.
- Executes the strategic plan; assures communication and collaboration among committees, staff, and Board; and, provides regular written reports and metrics to the Board.
- Continually fosters a culture of partnership, communication, trust, and goodwill within the organization and with its National Parks partner. Specifically, develops and maintains a strong, collaborative working relationship with the Park Superintendent.
- Analyzes the priorities identified by Park leadership for their fundraising potential and creates annual, as well as long-term, strategic goals to support those priorities.
- Oversees the maintenance of all Trust administrative records including policies, Board minutes, committee and Board reports, historical records and personnel records.
- Oversees and provides final approval of overall Trust branding, and the design and content of its marketing and promotional materials.
- Collaborates with Park leadership in renewing and developing new agreements as required. Ensures compliance with all agreements with the National Park Service (NPS).



Finance

The President & CEO is responsible for the Trust's financial health and stability, as well as compliance with relevant financial laws and regulations.

- Develops an annual budget that meets the growth objectives of the organization and executes it to meet approved annual goals.
- Supports the Board and Finance Committee in the prudent management of operating funds and investments.
- Presents financial statements in accordance with generally accepted accounting principles.
- Implements and maintains appropriate internal controls.
- Engages an independent CPA selected by the board and supports the audit process.
- Ensures that the Trust meets all legal obligations concerning financial management, reporting, taxes, and maintains records and supporting business documents per IRS and State of Maryland standards.
- Supervises the processing of all receipts and expenditures including payroll.
- Ensures the Trust maintains appropriate insurance and personnel policies that conform with state and federal law.



Conservation and Stewardship

In consultation with the Board, the President & CEO sets the direction and tone of the Trust relative to its preservation and protection of the Park.

- Supervises existing programs and develops new programs aligned with the priorities of the Park and Trust strategic plans.
- Develops funding opportunities to supplement in-park programs to assist the Park staff in maintaining and enhancing the C&O Canal NHP.
- With the Director of Marketing & Communications, Director of Programs and Director of Development, develops and executes advocacy programs and partnerships that preserve and protect the C&O Canal NHP.
- Forges alliances with local, regional and national nonprofits, and mobilizes citizen and local business coalitions through outreach and education to foster promotion and collaboration with Canal Towns and to stimulate park-related economic development in those gateway communities.
- With the Director of Programs and Partnerships, deploys and supports a corps of dedicated volunteers to work on park and community conservation projects.



External Relations

The President & CEO is the primary public face of the organization and is ultimately responsible for increasing the visibility and base of public support for the Trust's work.

- Serves as the spokesperson and public face of the Trust to promote the importance and relevance of the Trust's work with members, volunteers, partners, media, and local, state and federal governments and legislators.
- Advances the cause of the Park and park philanthropy within the National Park Service and the National Capital Region office, as well as within the U.S. Congress and Senate, U.S. Department of the Interior, the Maryland General Assembly, and the local governments located adjacent to the Park.
- Works with the Trust's local partners (e.g., C&O Canal Association, Georgetown Heritage, Friends of the Historic Great Falls Tavern, etc.) to leverage skills and resources needed to achieve effective and efficient outcomes of mutual interest in the Park including preservation of the towpath and promotion of educational programs.



Governance

While the Board of Directors is responsible for governing the Trust and setting the organization's goals and policies, the President & CEO must effectively communicate with and support the Board members and carry out the directives of the Board.

- Communicates regularly with the Board, fully informing Board members of any significant progress and problems.
- Ensures effective staff support, including support for Board committees.
- Keeps the Board fully apprised of the status and health of the Trust's relationship with its NPS partner.
- Recommends internal and external policies, programs, and courses of action for Board consideration.
- Engages with and facilitates the efforts of the Board in their major gift fundraising and prospect cultivation efforts.
- Facilitates recruitment, orientation and development of new Board members.
- Implements Board policy and facilitates their actions in working with staff, Park leadership, donors, and the public.



Education, Experience and Skills Required

- A bachelor's degree required and master's preferred, with a minimum of seven years' experience in nonprofit management and philanthropy.
- Demonstrable track record of successful fundraising.
- Management or leadership role with a National Park Service unit or other public lands nonprofit partner with a management focus preferred.
- Must be able to communicate clearly and concisely both verbally and in writing.

Additional Qualifications

- Proven track record in fundraising, with demonstrated ability to energize individual, corporate and foundation donors, attract new funders, and develop additional revenue sources.
- Experience with creating deep partnerships and building broad alliances while navigating the needs of multiple stakeholders.
- Ability to recruit, motivate, evaluate, develop and direct staff, contractors and consultants.
- A strong administrator who is attentive to detail and skilled at project/program management.
- Passion for the preservation of the Park's unique historical, recreational, and natural resources.
- Strong communications skills, including a sense of diplomacy, flexibility, and discretion.
- Goal-oriented, project-oriented, and achievement-oriented.
- Personal and professional integrity and honesty.
- A warm, personal style with a good sense of humor.



Physical Demands and Safety

Most work is performed in an indoors, office environment. Outside activities will occur with conditions varying by location and environment. The Park includes 184.5 miles along the Potomac River and touches many communities. Travel to a variety of locations will be required. You must be able to operate normal office equipment and be proficient with the Microsoft Office Suite, donor management software and social media platforms.

Travel

The main work location will be at the Trust offices in the C&O Canal National Historical Park Headquarters in Williamsport, Maryland. Frequent travel to all Park locations will be expected. Travel to meet with donors and partners, and to attend events and speaking engagements, will be required.

Salary Range and Benefits

The salary range is \$100,000-130,000 and is based on experience and the ability to meet the required responsibilities. The Trust offers a competitive benefits package including partial telework, 100 percent employer paid health insurance premiums; vacation, sick and personal leave; 14 paid holidays; and the C&O Canal Trust's Simple IRA retirement program (up to 3 percent employer matched).

To Apply

For priority consideration, please submit a cover letter and resume to the search committee at jobs@canaltrust.org by October 28, 2022. Applications will be accepted until the position is filled. To learn more about the C&O Canal Trust go to www.canaltrust.org.

Start Date

Early 2023

Equal Employment Opportunity

The C&O Canal Trust is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex, or age.