



# RED MOUNTAIN PARK

## JOB DESCRIPTION

<b>Position Title:</b>	Executive Director, Red Mountain Park
<b>Pay Grade:</b>	Salaried
<b>Exempt/non-exempt:</b>	Exempt
<b>Reports to:</b>	Red Mountain Park Commission
<b>Effective Date:</b>	July 2017
<b>To Apply:</b>	Email cover letter and resume to <a href="mailto:RMPExec@thechalkergroup.com">RMPExec@thechalkergroup.com</a> with the subject, "RMP E.D. Applicant."

### **About Red Mountain Park:**

RMP is a 1500-acre, nonprofit, urban park situated in Birmingham, Alabama. Its mission is *to connect our communities by reclaiming the land where Birmingham began, uniting us all on the path toward a healthier future.* The Park's vision is *to be a self-sustaining, community-driven park in the city we helped redefine.* The 11,000 monthly visitors enjoy 15 miles of walking, hiking and mountain biking trails, 6-acre Remy's Dog Park and four unique outdoor adventures: the Vulcan Materials Zip Trip (a 1 ½ hour zip line adventure), the Hugh Kaul Beanstalk Forest (20 unique rope and cable treetop challenges), the 80-foot climbing/rappelling Kaul Adventure Tower, and the 1,000 foot Mega Zip. Beautiful destination sites on the former iron ore mining property – the historic 'Redding Hoist House,' three treehouse views (Haskell Hideaway, Riley's Roost, & Rushing Rendezvous) and glimpses of iron ore mine entrances – both surprise and delight Park guests. The Natural Resource program works diligently restoring the forest once damaged by the mountain's industrial past. The Education Department will provide learning opportunities to over 2,500 students and adults in 2017 alone, and since opening to the public in spring of 2012, over 4,000 volunteers have invested 22,000 hours of service in building and maintaining the Park.

### **General Position Description:**

Determines, with the Commissioners, the park's policies, strategies, and operating culture. Working under the general oversight of the Commissioners, the Executive Director is charged with providing leadership, long term strategic planning, programming and managerial oversight of the

administrative, programming, financial, and facility operations and fulfilling the objectives and mission of Red Mountain Park.

### **Essential Functions/Major Responsibilities:**

1. Vision and Mission: With input from the staff and the Commission fosters development of the RMP's vision, mission and objectives; provides clear direction and priorities; and clarifies roles and responsibilities through the creation of short and long term goals. The process includes the consideration of internal and external factors, resources needed versus resources available, and the needs of the Commission, the community and the customers served. Must be adaptable to changing requirements and needs as the organization continues to mature.
2. Provides successful long-term operational efficiency through the creation, continuous development, and implementation of operational processes and controls for all aspects of the organization that allow the organization to grow and permits the growth of the employees of the organization. Operational processes include accounting; human resources; facilities, equipment and park maintenance; programs; community/public relations; marketing; security; natural resources; education; volunteers; and development/philanthropy. The management process includes the development of realistic action plans for each element to include developing standards for quality, and resource requirements.
3. Fiscal Responsibility: Responsible for the financial condition of Red Mountain Park and for managing and analyzing the financial status of the park. Anticipates and/or recognizes changing conditions and acts decisively to ensure that financial management needs are adequately addressed. Responsible for determining current financial needs, developing and managing budgets and for long term planning. Monitors income and expenditures, oversees and enhances earned income opportunities, and oversees the efforts of the philanthropy department. Executive Director must devote a minimum of 35 % of his/her time to developing and managing capital and operational fundraising, to include overseeing all aspects of fund generation and stewardship, private –source fundraising, grant writing and sponsorships. The Executive Director must work to coordinate fund raising activities with the Commission, the Red Mountain Fund Board and the Junior Board. All fundraising activities must be coordinated with the annual plan, the budget, and the overall strategic plan.
4. Drafts policies for the approval of the Commission and prepares procedures to implement the policies; reviews all existing policies on an annual basis and recommends changes as appropriate. Responsible for changing and updating the Red Mountain Park Personnel Manual, with staff input, on an annual basis. Orients and cultivates new Commission and Fund Board members, encouraging active participation in Red Mountain Park activities. Identifies, assesses, and informs the Commission of internal and external issues that affect the park organization.
5. Determines staffing requirements for organizational management and program delivery. Oversees the implementation of human resources policies, practices and procedures, including the updating of the RMP Personnel Manual and job descriptions for all staff members. Establishes a positive, healthy and safe work environment in accordance with all regulations.

Recruits, interviews and selects staff that have the correct technical and personal abilities needed to further the RMP mission. Ensures that all staff receive an orientation about RMP and are fully aware of the RMP safety program. Implements a performance management system/program for all staff members which includes monitoring performance on an on-going basis, conducting regularly scheduled quarterly reviews and an annual performance and pay review. Coaches, mentors, counsels, and disciplines staff as required in accordance with appropriate regulations and guidelines.

6. Identifies and evaluates risks to the organizations resources including people (clients, staff, management, visitors and volunteers), property, finances, goodwill and image and implements measures to control risks. Ensures that RMP property and facilities are properly maintained to preclude accidents. Develops, implements and trains staff on workplace safety measures and emergency procedures. Ensures that the Commission, Fund Board and the organization carry appropriate and adequate insurance coverage.
7. Understands and recognizes the importance of relationships to the fulfillment of the RMP mission, in particular as they relate to funding support, grants, collaborative efforts, and the creation of a sense of connection to RMP. Identifies and cultivates important state, local and regional relationships with key businesses, individuals, economic development agencies, cultural institutions, other parks, tourism agencies, civic, historical, educational school systems and agencies and community groups. Ensures that RMP's reputation and service to the public are of the highest quality. Responsible for staying informed about all aspects of the workings regarding public/private initiatives.

### **Job Scope:**

1. Responsible for RMP's physical, human, and financial resources, its programs, and future growth and development as a park facility and historic destination.
2. Responsible for budget preparation and compliance accountability for an annual operating budget of approximately \$1.8 million. Must understand insure all the principles and requirements of the General Accepted Accounting Procedures (GAAP).
3. Accountable for the control, maintenance and functionality of RMP's capital assets worth approximately \$15 million. Responsible for the short range maintenance of all facilities and long range capital planning.
4. Responsible for long range operational planning and strategic planning.
5. Responsible for planning and prioritizing annual capital improvement projects.
6. Total supervisory responsibility for all personnel and, either directly or indirectly, for all contracted services
7. Interpersonal contacts: Has frequent contact with others both inside and outside the organization. The most common internal contact is with staff, interns, Commissioners, Fund Board members, and volunteers. The most frequent external contacts are with customers, potential business and individual donors, government officials and other park directors. Many contacts, especially those related to charitable donations, are made through the Executive

Director's own initiative and through referrals from the Philanthropy Department, Commission and Fund Board members. Approximately 35% of the Executive Director's time is dedicated to fund raising in its various forms.

### **Specific Job Skills:**

1. Excellent supervision /managerial skills.
2. Excellent interpersonal and communication skills, including the ability to communicate effectively in groups and in one-on-one conversations through written and verbal communication methods.
3. A detailed understanding of financial matters to include, accrual and cash accounting, cash flow, and budgeting processes/procedures. Must understand capital project funding and requirements to meet the requirements of all donors. Must also be able to understand and manage a membership plan for the RMP.
4. RMP is a business and the Executive Director must understand business practices, how to manage all aspects of business, and maintain a positive cash flow.
5. Mental ability to conduct on-going interpersonal interactions, as well as the capability to analyze and solve complex problems.
6. Ability to conceptualize, strategize, and set and achieve goals/objectives with minimum supervision.
7. Ability to prioritize and work on multiple projects despite frequent interruptions. Ability to direct and motivate team development and team oriented processes.
8. Current knowledge of Federal, State and local regulations and requirements related to fire, police, ADA, taxation, health services, the Alabama Retirement System and safety as they apply to employees and public facilities.
9. Understand the requirements and regulations as they pertain to the functioning and operation of an Alabama State Agency.
10. Dynamic, energetic, and collaborative leader committed to serving a diverse group of people. Personable, diplomatic and social individual with the capability to make presentations on behalf of RMP to a variety of constituencies.
11. Ability to interface with the public, media, and governmental officials.
12. Physical ability to use the computer/hardware/software, and office equipment and furniture. Must have an Alabama driver's license.

### **Job Conditions:**

This position requires the incumbent to work in an environment where there may be occasional exposure to fumes, building temperature fluctuations, dust, noise and chemicals. As RMP is an outdoor operation, incumbent can expect to be exposed to all insects, animals, and plant life expected to be found in a 1500-acre park. Other working conditions may include frequent interruptions, working alone, working evenings and weekends and working long hours during peak periods.

**Education and/or experience:**

1. No less than seven (7) years of senior management experience in a business or non-profit with demonstrated operational fiscal management experience. Must understand managing multiple financial streams.
2. Minimum of five years experience managing a staff of at least ten (10) employees.
3. Experience working in a public/private facility preferred
4. Minimum Masters Degree: MBA preferred

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