



Friends of the  
Desert Mountains

## **POSITION DESCRIPTION**

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### **Chief Executive Officer**

#### ***Application deadline***

The position is open until filled.

#### ***Overview***

The Chief Executive Officer directs the work of the Friends of the Desert Mountains, a Palm Desert non-profit organization whose mission is to acquire, preserve and protect lands in the Coachella Valley area and to increase community awareness and support for these efforts and for the Santa Rosa and San Jacinto Mountains National Monument. This position is full-time salaried with full benefits and reports to the President of the Board.

#### ***Abbreviations***

BOD:	Board of Directors
CEO:	Chief Executive Officer
COO:	Chief Operating Officer
FODM:	Friends of the Desert Mountains
SRSJMNM	Santa Rosa and San Jacinto Mountains National Monument

#### ***Background***

FODM has an active land acquisition program and presently owns nearly 13,000 acres of land and has been involved with the acquisition of over 36,000 acres in land deals involving tens of millions of dollars. Land acquisition is funded primarily by government and foundation grants and through local fund-raising efforts and donations. Land acquired is often transferred to government agencies to hold in the public trust. FODM also serves as the support group for the BLM and USFS managed SRSJMNM, including staffing a bookstore/gift shop at the Visitor Center, leading interpretive hikes, assisting with conservation education programs in the local schools, recruiting volunteers for various projects, fund-raising and developing interpretive materials and displays. FODM is presently involved in a \$3 million in 3 years corporate challenge fund-raising campaign, which is leveraging a \$250,000 grant from Southern California Edison. The funds raised will support FODM's SRSJMNM support activities, acquisition program, and other activities including trails planning. In conjunction with the fund-raising program, FODM is developing a major branding and marketing campaign to raise its profile in the community, attract members and increase contributions. The marketing and fund-raising efforts are supported by a \$350,000 capacity-building grant from a foundation. FODM has an active, "hands-on" BOD that functions through a committee structure. The BOD meets monthly.

### *Summary of CEO position*

The CEO is responsible for directing and implementing the goals of the organization including the administration of the entire agency and supervision of the current staff of four employees. A COO handles most internal operations (accounting, land acquisition records and grant implementation). A Director of Operations supports the CEO and the COO. A Director of Programs serves as a liaison to the SRSJMNM and oversees an expanded volunteer program to support the SRSJMNM. A bookstore clerk staffs the FODM retail outlet at the SRSJNM Visitor Center. The organization currently contracts with outside agencies and consultants for ongoing fund development and marketing and public relations support.

### *The primary responsibilities of the CEO are:*

- ◆ Implement FODM's land acquisition program. This is the single-most important function of the CEO. Also, facilitate the sale of FODM's non-conservation land to generate revenue for FODM. **The CEO will be expected to be experienced in all aspects of land acquisition from the perspective of a land trust.** The CEO will interact regularly with the FODM Property Committee.
- ◆ Implement and oversee fund development and marketing programs. Work with the Development and Marketing Committee and outside consultants to develop and implement the "3 in 3" campaign and other fundraising and marketing activities aimed at increasing and diversifying revenue sources and raising the profile and visibility of FODM in the local community.
- ◆ Oversee the implementation of FODM's SRSJMNM support programs and activities.
- ◆ Effectively manage FODM so that all elements of the organization — staff, volunteers, board, and partners—collaborate as a team. Supervise staff and empower their initiative and creativity.

### *Other responsibilities include:*

- ◆ Guide FODM's Board and staff to regularly update the FODM strategic plan that ensures the organization's conservation goals and strategies are implemented.
- ◆ Ensure, in conjunction with the COO, the accurate and timely preparation of financial reports and record keeping, to include preparing annual budget for approval by Board, setting financial goals, managing investments.
- ◆ Ensure that accepted financial standards, operating policies, programmatic commitments and legal requirements are met.
- ◆ Represent FODM, and more broadly the Coachella Valley, in efforts to ensure that future state and federal funds for acquisition include a fair share of funding for the Coachella Valley (include LWCF funds, state bond measures).
- ◆ Represent the organization with interagency partners, political leaders, the media and the public.
- ◆ Provide reports and recommendations to the Board and staff its committees.

### *Salary*

Salary will be commensurate with experience. The Friends also has a competitive benefits package.

### *Application Process*

Send resume, references and salary requirements to Friends of the Desert Mountains, P.O. Box 1281, Palm Desert, CA 92261, or send by email to [JHardman@DesertMountains.org](mailto:JHardman@DesertMountains.org).