

Title: Executive Director

Organization: Audubon Society of Western Pennsylvania

Location: Pittsburgh, PA



The Organization

Audubon Society of Western Pennsylvania connects the people of southwestern Pennsylvania to birds and nature through its programs, projects, and places.

Founded in 1916, **Audubon Society of Western Pennsylvania (ASWP)** is an environmental education and conservation engagement organization founded in 1916 and based in Pittsburgh (Fox Chapel). ASWP is a fiscally and legally independent chapter of National Audubon and serves a seven-county region consisting of Allegheny, Armstrong, Beaver, Butler, Fayette, Washington, and Westmorland counties. Through robust programs, projects, and places, ASWP educates and inspires the people of southwestern Pennsylvania to be effective stewards of the natural world and to help create more bird-friendly communities. Each year, ASWP engages over 20,000 students — from pre-K through college — in formal, hands-on, natural history programs. ASWP also reaches more than 10,000 adults and families through programs that create environmental literacy and excitement for the natural world. Among the programs and initiatives available:

- **In-school Programs:** ASWP programs connect students in schools, on its reserves, and online to the wonders of birds and nature. These programs are an entry point to life-long learning and stewardship.
- **Master Birder Program:** This program is designed to provide participants with techniques to enhance their existing avian identification skills including identification by sight and sound, and understanding avian biology, local ecology, and habitat requirements in southwestern PA.
- **Certified Backyard Habitat Program:** A program to guide people in helping birds and pollinators across southwestern PA. Each CBH acts as a mini-nature reserve, providing quality habitat for wildlife and reducing threats such as outdoor cats and window strikes.

These projects enable people to participate in meaningful conservation activities and/or help to improve and maintain important habits and resources throughout the region. ASWP's nature centers and reserves — Beechwood Farms Nature Reserve in Fox Chapel, Allegheny County; Succop Nature Park in Butler; Butler County; and Todd Nature Reserve and Buffalo Creek Nature Park in Sarver, Butler County — offer over 12 miles of trails through more than 500 tranquil acres that provide an oasis for individuals, families, and groups to explore and reconnect with nature at their own pace.

With an annual operating budget of approximately \$2,750,000 and 20 employees (plus seasonal help and passionate volunteers), ASWP conducts both formal and informal programs in schools, local parks, and at its four locations, advocates on behalf of birds and nature, and conducts conservation programs throughout western Pennsylvania. For more information, please visit: <https://www.aswp.org/>

Finding Leaders. Furthering Missions.

NONPROFIT TALENT

The Opportunity

ASWP seeks a passionate and collegial Executive Director who will continue to strategically focus ASWP's reach and impact while enthusiastically serving the mission.

As the chief administrative officer, the Executive Director will be responsible for administration, financial management, and overseeing daily operations. The Executive Director will play a critical role in advancing the organization's mission and strategic plans, focusing on conservation, preservation, sustainability, and education. In partnership with the Board of Directors, the Executive Director will guide the organization through its next chapter of strategic visioning while providing staff with people-centered leadership and increasing opportunities for all program areas.

The next Executive Director will be highly collaborative in their approach to both staff and board member engagement, and nimble in their ability to manage people and foster relationships in an uncertain climate. The Executive Director will seek to forge alliances among foundations, government, and like-minded organizations, as well as making personal connections with members and individual donors. They must have a commitment to leadership, innovative programming, and educating diverse partners.

The Executive Director will be primarily responsible for the following:

Leadership & Management

- Assures ASWP effectively achieves its mission by providing leadership and development innovation. This includes day-to-day operations, strategic planning, fiscal oversight, and fundraising.
- Manages the Staff with transparency and respect, creating a professional and positive workplace.
- Creates a culture of support, collaboration, engagement, and growth, including creating opportunities for team-building, individual professional growth, and organizational development.
- Institutes a strong, collaborative work culture and climate that carries across ASWP's four locations in order to make staff feel connected.
- Engages employees in strategic discussions and empowers them to work autonomously.
- Is passionate about and maintains a working knowledge of significant developments and trends in birds and nature, environmental education, conservation, and other related fields.

Strategy & Vision

- Continually evaluates programs and their alignment with the mission to ensure that ASWP is on a positive trajectory. Actively researches and identifies areas of improvement, new opportunities for innovation, social responsibility, and community development.
- In collaboration with the Staff, Board, and community stakeholders, creates and oversees the implementation of a strategic plan and vision – to include short- and long-term objectives, practical action, and a comprehensive plan for marketing and fundraising strategies to support ASWP's goals.

Fundraising & External Relations

- Oversees all fundraising through individual memberships, business memberships, individual donor gifts, foundation support grants, corporate sponsors, special events, and other means.
- Stewards relationships with current philanthropic partners and individual donors while identifying and cultivating potential opportunities for advancement and diversification in resource development.
- Collaborates with Communications Director to oversee brand strategy; ensures messaging is cohesive and impactful, raising the region's awareness of and engagement in ASWP's work and enhances the organization's visibility, relevance, and credibility.

- Actively engages with community and business decision-makers and practitioners and convenes leaders at all levels to accelerate conservation solutions and policies.
- Facilitates partnerships among groups outside the organization with a vested commitment to the environment and education.

Board Relations

- Develops, maintains, and supports a high-performing and passionate Board of Directors.
- Provides ongoing education to the Board of Directors on emerging issues and unmet needs.
- Generates and tracks metrics that monitor the organization's performance with respect to the mission and critical objectives.
- Provides leadership in developing the organizational, program, and financial plans with the Board of Directors and carries out plans and policies authorized by the Board.
- Prepares and presents mission and programmatic information at each meeting to ensure Board understands the work and people associated with the organization.

The Candidate

ASWP seeks a collaborative and strategic leader who is committed to the mission of connecting people to birds and nature along with a thorough understanding of nonprofit management and a deep passion for and understanding of environmental education and conservation issues. Combining inspirational leadership and sophisticated management abilities, the successful candidate will advance the organization's culture, capability, processes, and impact. The ideal candidate will be thoughtful and diplomatic, recognizing the skills and expertise ASWP's staff and volunteer base bring to the thriving organization.

The successful Executive Director will be highly visible and dynamic, able to build, cultivate, and maintain productive partnerships and relationships. Congenial and well-spoken, they will possess confident communication and negotiation skills and be a persuasive advocate and spokesperson for ASWP, engaging diverse audiences that include funders, school administrators, nonprofit leaders, elected officials, and the general public. A strong business savvy will be necessary to ensure continued financial stability as over 50% of ASWP's annual revenue stems from its retail operations, facility rentals, native plant nursery sales, and other fee-for-service activities.

All candidates should have exceptional and proven **nonprofit management, leadership, relationship management, and resource development experience**, as well as possess a combination of the following skills and attributes:

- Passion for birds and nature, as well as a commitment to ASWP's mission and vision.
- Educational background and work experience aligned with the requirements of the position.
- Knowledge of best practices and leading trends, solutions, and innovations in environmental education and/or conservation.
- Past success working collaboratively with partners, including but not limited to philanthropic leaders, like-minded organizational partners, and a Board of Directors.
- Significant experience in leading an organization through a comprehensive strategic plan and can execute on that plan.
- A successful record of accomplishment with fundraising from diverse sources.
- An entrepreneurial perspective and ability to generate income through retail, facility rental, fee-for-service, and other activities.
- Demonstrated success in creating and promoting a diverse, inclusive, and respectful workplace environment. A working style that is transparent, encouraging, and collaborative.

- Strong knowledge of how marketing, communications, and public relations can further fundraising efforts and a record of using these tools to improve and optimize these efforts.
- Experience and confidence with public speaking before a wide range of professionals and community audiences.
- High level of interpersonal and communication skills, with a track record of building strong relationships with a diverse group of individuals at all levels. Can build consensus for ideas and can be effective in navigating sensitive topics internally and externally.
- Values an inclusive work environment and can demonstrate cultural competence.
- Adept at building effective teams and motivating others. Working style that is transparent, encouraging, and collaborative.

Performance Objectives

In the near term, the new Executive Director will continue to deliver outstanding outcomes while successfully addressing the following in the first 6-12 months:

- Become immersed in the programs and people of ASWP. Complete personal outreach and initial evaluation of all current program and fundraising partners in order to deepen understanding of current relationships, both funding and programmatic.
- Work cooperatively with Board to delineate clear goals through a strategic planning process.
- Investigate feasibility of establishing a Development Department and/or hiring a Development professional, taking action if warranted.

Compensation & Workplace Environment

This position offers a competitive salary range of **\$140,000 - \$150,000** and a progressive benefits package. The Executive Director will work full-time in the offices of the Beechwood Farms Nature Reserve, located in Fox Chapel, frequently traveling to Succop Nature Park, Todd Nature Reserve, and Buffalo Creek Nature Park in Butler County with the expectation that evenings and weekends will be required periodically to accommodate events and meetings. Occasional travel expected.

Access to Nature

Audubon Society of Western Pennsylvania believes that everyone should have access to nature regardless of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, or socio-economic status. ASWP is committed to providing a workplace and guest experience that is accessible, respectful, and welcoming to all.

How to Apply

Audubon Society of Western Pennsylvania has retained Nonprofit Talent to assist with this important organizational change process. Specific questions related to the position may be emailed to Michelle Pagano Heck, President, at Michelle@NonprofitTalent.com. *Please direct all inquiries related to this position to Nonprofit Talent, and do not contact Audubon Society of Western Pennsylvania.* Resume, position-specific cover letter, and salary expectations can be uploaded here:

https://20131204222445_dleplpc7kzujddz.applytojob.com/apply/lrqUj15DuV/Executive-Director-Audubon-Society-Of-Western-Pennsylvania

Applications Due By May 12, 2025 at 5pm