

# Outer Banks Forever

---

Position

**Director, Outer Banks Forever**

Location

**Outer Banks, North Carolina**

- Cape Hatteras National Seashore
- Fort Raleigh National Historic Site
- Wright Brothers National Memorial





## ORGANIZATION BACKGROUND

Eastern National is a nonprofit cooperating association of the National Park Service (NPS). The organization was formed in 1947 by a group of NPS historians who envisioned an association that would share resources and support parks with varying levels of visitation and financial resources. Eastern National's sharing philosophy enables revenue that is earned at higher-volume stores to support smaller-volume locations that may not be able to sustain their own cooperating association.

Eastern National currently operates five park stores in the national parks at North Carolina's Outer Banks. The three park units—Cape Hatteras National Seashore, Fort Raleigh National Historic Site, and Wright Brothers National Memorial—have separate enabling legislation and purposes but are managed as the NPS Outer Banks Group under one budget and one park management team.

Eastern National and NPS management at the Outer Banks Group have identified unmet needs in the region and see further potential to tap philanthropic support from locals and visitors with strong attachments to the mission and purpose of each park.

In partnership with the NPS, a new Outer Banks Friends Group, known as Outer Banks Forever, will be developed as a branch of Eastern National. The Outer Banks Group and Eastern National have identified the following priorities for a new supporting partner:

1. Provide philanthropic support
2. Keep visitors connected to the Outer Banks Group through a supporter program and regular engagement
3. Enhance the educational programs at the Outer Banks Group
4. Serve as a partnership hub for other organizations that wish to provide philanthropic, volunteer, and educational support

The philanthropic partnership at the Outer Banks is a model Eastern National plans to replicate in the future—providing centralized support to multiple Forever branches, reducing overhead, and sharing expertise across a range of parks.



## THE OPPORTUNITY

Eastern National and the NPS Outer Banks Group seek an executive-level Director to help build a highly effective Friends Group branch that will support the Outer Banks Group parks. The Director will be a key member of Eastern National's leadership team and will work closely with various departments within the organization to develop a branch that will support three of the most beloved and visited parks on the Eastern Seaboard.

The Director will operate with a high level of autonomy to build an entrepreneurial environment and culture within the branch. The Director and his or her staff will be members of the Eastern National team and as such will have access to administrative support provided by EN's headquarters departments, including human resources, payroll, benefits, finance, administration, information technology, and marketing.

### **Key duties:**

- Lead the start-up phase of the Outer Banks Forever branch
- Coordinate a strategic development plan, and create an annual planning process
- Direct branding and marketing strategies to raise the visibility of the Outer Banks Forever branch
- Collaborate closely with the Outer Banks Group to identify and implement priority projects and programs that benefit Outer Banks Group parks
- Attract and retain high-caliber staff in concurrence with the branch's growth and fundraising needs
- Secure funding from high-net-worth individuals, corporations, foundations, and other sources
- Assist with launching new branches in other national parks in future years

The Director will develop an operating budget with annual variability based on priorities, development, and programming. Revenue and responsibilities are expected to grow in the future.



## RESPONSIBILITIES

The Director is responsible for managing the development, start-up, and initial activities of the Outer Banks Forever branch in coordination with existing Eastern National leadership and the NPS Outer Banks Group.

### **Specific responsibilities:**

- Articulate and implement a vision for the branch that is based on the mission and values of the Outer Banks Group, Eastern National, and key stakeholders
- Attract advisory board members with relevant expertise and state, regional, or national influence that reflects visitors' demographic and geographic diversity
- Lead the creation and implementation of the branch's business and strategic plans and initiatives, and recommend timelines and resources needed to achieve the strategic goals
- Oversee all aspects of operations and start-up activities, including developing organizational structures and donor management systems to support operational and financial sustainability
- Support development activities to identify diverse funding sources and sustainable outreach programs and strategies, including earned revenue, individual giving, foundation grants, and corporate support
- Inspire, lead, coach, develop, and retain a talented staff with a focus on building the branch's capacity for fundraising, marketing, outreach, and programs
- Develop a robust volunteer base, internships, and other roles to support programming needs
- Build and maintain effective working relationships with the community, park constituencies, funders, local partners, government agencies, and stakeholders
- Actively represent the branch with volunteers, advisory board members, committees, partner organizations, and funders
- Promote engagement and cultivate strong relationships with government, nonprofit, and corporate entities

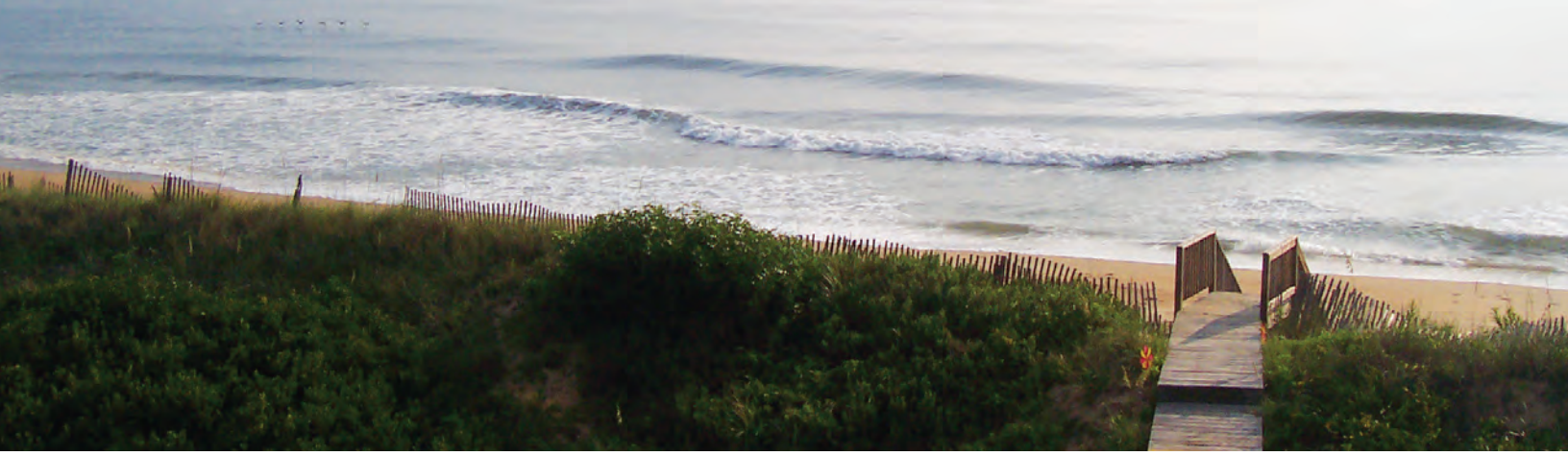


## DESIRED EXPERIENCE and COMPETENCIES

The executive-level Director must display strong partnership and collaboration skills with a demonstrated ability to place the importance of shared work over ego and the immediate needs of one's own organization. Critical to success will be experience with public-private partnerships and a passion for parks, public lands, and the Outer Banks. An entrepreneurial drive and experience in start-up organization settings as well as philanthropic and/or nonprofit experience is essential.

### **The following are recommended qualities:**

- A minimum of five years leadership experience in positions of increasing responsibility and authority, preferably at similar organizations
- Proven fundraising experience and success, including private philanthropy, major donors, major capital campaigns, corporate donations, and government grants; experience in major capital and annual giving campaigns
- Demonstrated staff leadership and development experience
- Adaptability and flexibility in the face of changing conditions; tolerance for adversity and uncertainty
- Experience advancing projects collaboratively with a diverse group of stakeholders
- Excellent organizational development, project management, marketing, communication, administrative, and personnel management skills
- Strong interpersonal skills and the ability to facilitate conflicts to find a common ground
- Excellent oral and written communication skills and comfort with public speaking
- Ability to deal discreetly with confidential information
- Comfort with making decisions among diverse individuals and organizations
- Proven leadership skills and the ability to inspire and motivate others
- Ability to travel independently throughout the organization
- Flexibility, sense of humor, humility, and confidence



## COMPENSATION

A competitive compensation package is being offered based on experience, including a comprehensive benefits package. Relocation assistance, if necessary, will be offered.

## TO APPLY

Interested candidates should apply online and include a cover letter describing the qualifications that match the position criteria and what they will bring to the role. Submissions should be addressed to the attention of Meredith McClatchy, Director of Human Resources. Applicants should upload their resume and cover letter online at [Eastern National Careers](#).

## ADDITIONAL RESOURCES

### [Eastern National's 2017 – 2019 Strategic Plan](#)

With guidance from our board of directors and a strategic planning firm, Eastern National introduced its most recent strategic plan initiative in 2016. The plan features a single **Central Strategic Challenge** that will guide the organization throughout 2019: **Strengthen Eastern National's foundation to accelerate mission delivery and growth.**

### [Eastern National's 2017 Annual Report](#)

Eastern National's annual reports chronicle our commitment to our partners. They highlight the ways in which our aid to parks benefits visitors through the purchases of land, artifacts, media for park libraries, period costumes for living history demonstrations and reenactments, signage and exhibits, facility renovations and upgrades, interpretive tools and programs, staff training programs, and much more.

**Eastern National is proud to be an equal opportunity employer.**

