



## Executive Director

Location: Fort Bragg, California

Reports to: Board of Directors

Position: Full-time; exempt

The Executive Director (ED) serves as the chief executive of Mendocino Coast Botanical Gardens, overseeing strategic leadership, financial management, fundraising, operations, and community relations. Reporting to the Board of Directors, the ED is responsible for ensuring the Gardens' long-term success and upholding its mission, values, and reputation.

### KEY RESPONSIBILITIES:

#### Organizational Leadership & Strategic Planning

- Develop and implement short- and long-term strategic plans that align with the Gardens' mission and goals.
- Provide inspiring leadership to ensure growth, sustainability, and community impact.
- Foster a culture of excellence, collaboration, creativity, and innovation among staff and volunteers.
- Work closely with the Board of Directors to establish priorities, policies, and strategic initiatives.
- Identify and address organizational challenges and opportunities, adapting to the evolving needs of the Gardens.

#### Staff Leadership & Development

- Lead a team of dedicated staff and volunteers, ensuring a positive, inclusive, and high-performing work environment.
- Oversee hiring, training, supervision, and performance evaluations for all employees.
- Promote professional development and growth opportunities for staff.
- Develop and maintain a strong management team, ensuring effective delegation, communication and operational efficiency.
- Foster a workplace culture that values safety, collaboration, accountability, and respect.

## **Operations & Facilities Management**

- Oversee day-to-day operations of the Gardens, ensuring smooth, efficient, and safe functioning.
- Ensure the maintenance, preservation, and enhancement of the Gardens' infrastructure, plant collections, conservation areas and public spaces.
- Work with the management team to enhance visitor experience, retail operations (store, nursery and café), and program offerings.
- Ensure compliance with legal, regulatory, and safety requirements related to operations, staff, and facilities.
- Oversee volunteer engagement to maximize community involvement and operational support.

## **Financial Oversight & Budgeting**

- Develop and manage the annual budget, ensuring financial sustainability and accountability.
- Work with the Finance Committee and Board to monitor financial performance and make strategic adjustments as needed.
- Implement internal control systems, financial policies, and procedures to protect organizational assets.
- Identify cost-saving opportunities while maintaining high-quality operations and services.

## **Fundraising, Development & Revenue Generation**

- Lead fundraising efforts, including donor cultivation, grant writing, operational fund appeals, corporate sponsorships, membership drives and special events.
- Build and maintain strong relationships with donors, foundations, and funding partners.
- Develop new and diversified revenue streams.
- Work closely with the Board and Development Committee to create and implement an effective fundraising strategy and annual plan.

## **Community Engagement & Public Relations**

- Serve as the primary spokesperson and public representative of the Gardens.
- Cultivate strong relationships with members, volunteers, local organizations, regional and national networking opportunities, government agencies, and other stakeholders.

- Promote the Gardens through public speaking, media engagement, and community events.
- Expand the Gardens' outreach through partnerships, educational programs, and advocacy efforts.

## **QUALIFICATIONS & SKILLS:**

- Proven record of experience in a senior leadership role, ideally in the field of horticulture, conservation, education, or public gardens.
- Proven fundraising success, including securing grants, encouraging memberships, cultivating donors, and managing capital campaigns.
- Strong financial management experience, including budgeting, revenue generation, and financial oversight.
- Demonstrated ability to lead and inspire teams, with experience in staff and volunteer management.
- Ability to work collaboratively with a Board of Directors, committees, and community partners.
- Excellent written and verbal communication skills, with the ability to engage diverse audiences.
- Experience in strategic planning and operational leadership, with a track record of executing long-term goals.