

KTA Executive Director Position

Position Summary: The Executive Director is the key management leader of Keystone Trails Association. The Executive Director is responsible for overseeing the administration, programs and strategic plan of the organization. Other key duties include advocacy, local club trail support, fundraising, marketing, membership development, and community outreach. The position reports directly to the Board of Directors.

Responsibilities:

- **Trail Advocacy:**
 - Represent KTA on coalitions, at agency meetings, with partner organizations, at major events, and with media representatives; meet with stakeholders, policy writers, legislators, etc. to advocate on behalf of the PA hiking community when appropriate
 - Research and write Action Alerts, advocacy messages for the newsletter and website, plan workshops rallies, and educational events as appropriate, and otherwise keep KTA's membership and Council informed about upcoming and ongoing advocacy issues
 - Communicate regularly with Board about issues affecting hiking trails, so that KTA's leaders are well-informed and able to speak with constituents about these topics.
 - Write letters to the editor, letters to legislators and agency heads, etc.; help write or sign onto letters by coalitions
 - Continually monitor and research issues that could impact hikers and hiking trails; stay informed
 - Build strong relationships with organizations/ organizational leaders that share similar goals; coordinate efforts to guide policy whenever possible.
- **Fundraising:**
 - Secure event sponsorships by approaching potential sponsors and cultivating relationships with existing sponsors.
 - Research and write grant proposals to fund new and existing initiatives and programs, whenever possible; seek input and assistance from stakeholders and volunteer leaders to determine needs/ goals.
 - Cultivate relationships with current, lapsed, and prospective major donors, Heritage Society members, sponsors, and corporate partners.
 - Write quarterly appeal letters and make personal appeals to prospective major donors.
 - Take an active leadership role in planning and implementing all of KTA's events, with the administrative support of the Program Administrator (and the hands-on support of volunteer committees, when applicable).

- **Local Club Trail Support**
 - Apply for grants to local clubs to fund the purchase of tools, equipment and materials as appropriate or needed.
 - Train and support volunteers, member clubs, etc. to work with land owners and land managers to secure more permanent access to hiking trails; develop materials and workshops as appropriate.
 - Lend support to clubs struggling with membership retention and growth, digital transitions, etc. to ensure the long-term sustainability of our local clubs.
 - Build strong relationships with the leaders of our local clubs; engage the clubs regularly and help them see the value in KTA as a statewide organization
 - Promote transparency and communication between member clubs (the Council), the Board, and the staff at KTA, to encourage greater continuity, community, and cooperation.

- **Promotion of Hiking Trails and Hiking Opportunities**
 - Engage media with regular press releases about hiking opportunities in Pennsylvania
 - Seek out opportunities to engage hikers and outdoors enthusiasts on and off the trail, and to broaden awareness of KTA; motivate KTA members and volunteers to do the same.
 - Ensure that KTA has a visible presence inside and outside of the hiking community, at hiking-oriented events as well as community events and festivals.

- **Trail Care**
 - Develop, strengthen and maintain relationships with trail maintenance volunteers and leaders
 - Promote Trail Care program via press releases and in interactions with state and local agencies.
 - Seek grant funding to support the continuance (and expansion, if appropriate) of KTA's trail care program (tools/ equipment, maintainer's workshops, chainsaw certification, etc.).
 - Publicly and privately recognize the efforts of trail maintenance volunteers and stress the importance of this program to the sustainability to PA's trails.

- **Membership Development:**
 - Cultivate relationships with life members, upper-level members, and key volunteers.
 - Develop new programs and initiatives to encourage membership growth and growth of the wider PA hiking community, with a focus on diversification of demographics.
 - At all KTA events, maintain an active presence, in order to maximize exposure to event attendees and cultivate relationships with new and long-term members.
 - Develop a strong and effective relationship with the Board of Directors, Council, committees, volunteers, member organizations, affiliates, and agency partners.
 - Write annual membership renewal letter.

- **Leadership & Management**
 - Provide leadership, guidance and direct supervision/ oversight to staff and student interns
 - Ensure quality of finance, administration, fundraising, and communications; recommend timelines and resources needed to achieve strategic goals
 - Actively engage and energize volunteers, board members, and event committees
 - Support a strong Board of Directors: serve as ex-officio on committees, seek and build board involvement
 - Working with the Board Treasurer and staff accountant, develop and manage the budget

Qualifications: The E.D. will be thoroughly committed to KTA's mission. Candidates should have proven leadership, non-profit development, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- Bachelor's degree in a related field, and a minimum of 5 years' related experience in the non-profit sector and/or conservation/ recreation field, including 2 years of supervisory experience; **or** a Master's degree in a related field, and a minimum of 4 years' related experience in the non-profit sector and/or conservation/ recreation field, including 1 year of supervisory experience.
- A history of marketing, public relations, and fundraising success with the ability to engage a wide range of stakeholders and cultures.
- Proficiency in Microsoft Word, Excel and PowerPoint
- Excellent written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal skills
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning
- Ability to work effectively in collaboration with diverse groups of people

All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, veteran status or any other federal, state or local protected class.

To be considered for the position, submit a current resume and a one-page narrative describing interest and experience to Katie Barker at barker4trails@gmail.com.