



Director, Cleveland Tree Coalition

Background

The Cleveland Tree Coalition (CTC) is a partnership comprised of many organizations, businesses, and branches of local government that strives to create a healthy, vibrant, sustainable, and equitable urban forest by working collaboratively to implement the 2015 Cleveland Tree Plan (CTP). The Coalition formed in 2016 in response to Action #1 of the Cleveland Tree Plan, “Establish a unified voice, and formalize partnerships”. Since its formation, the Coalition has evolved into a strong network of more than 40 partner organizations led by an Executive Committee (EC) comprised of the following organizations: Holden Forests and Gardens, Western Reserve Land Conservancy, Northeast Ohio Regional Sewer District, Cleveland Metroparks, City of Cleveland, Cleveland Neighborhood Progress, Environmental Health Watch, Black Environmental Leaders, and Cuyahoga County.

Position Summary

The Director will be an outward facing leader of the CTC, working to raise awareness around the critical need for a robust tree canopy, and raising funds from public and private sources to advance the goals of the CTC and the CTP. The CTC and, in particular its EC, is a powerful platform that can influence public policy and sentiment at all levels – local, state, and federal. The Director’s primary focus will be on developing, enhancing, and deploying this platform of relationships and capacity. The Director will work with EC and CTC member organizations to lobby local, state and federal officials to increase funding for urban forestry. The Director will lead efforts to educate and influence civic organizations, businesses, and opinion leaders to make sure that a healthy urban tree canopy becomes and remains a major civic priority that is well understood, well-funded, and celebrated. The Director will supervise additional staff if and when programs and funding are determined to demand extra capacity. The Director will report to the Chair of the Executive Committee or to the Chair’s designee, and will be reviewed annually by the Executive Committee. The Director will be an employee of Western Reserve Land Conservancy and will be housed within its offices and infrastructure.

Key Areas of Responsibility

- Raise awareness and move public sentiment around the importance of trees and need for more canopy.
- Lead effort to raise \$100 million+ of funding over ten years from public sources, corporate partnerships, and private philanthropy to fund urban forestry.
- Platform building: help to establish and collaborate with other partnerships/coalitions to advance public policy and increase funding to advance the mission of the Cleveland Tree Coalition.
- Create and nurture relationships with key elected and appointed officials.

- Develop and maintain close working relationships with each member of the EC.
- Research, analyze and track local, state and federal public policy through legislation, current law, appropriations, and regulations that pertain to the goals of the CTC and the CTP.
- Work with member organizations to lead a process to identify and determine how to fill gaps in capacity where needed.
- Lead efforts to develop innovative funding approaches, including, by way of example, ballot initiatives, sin taxes, social media campaigns, etc.
- Lead and oversee the development and implementation of strategic plans, annual operating plans, and all other plans of the CTC.
- Manage corporate and foundation relationships including writing proposals, managing grants and preparing reports.
- Develop and administer grant program for CTC Member Organizations
- Organize and coordinate all existing activity of the CTC, ensuring regular communication to create harmony among all members and their daily work to advance the goals of the CTC and the CTP.
- Provide organization support for the CTC and its EC by planning meetings, developing materials, and coordinating the efforts of CTC members and leaders.
- Develop a local and national network of relationships with individuals and organizations who are deeply engaged in this space, such that this network can be activated to advance the goals of the CTC.

Experience, Education and Capabilities

- At least 5 years of experience in public advocacy, fundraising, or a related field, with proven success in raising significant funding from various sources including governmental.
- Must be able to convey a strong passion for the CTC's mission and knowledge of its strategies and activities in order to build engagement and support.
- Highly energetic professional with a track record of building strong relationships and developing large funding sources.
- Strong written and verbal communication skills combined with the ability to write and deliver clear, structured, and persuasive proposals.
- Exceptional interpersonal skills with an ability to work independently and to work in a fast-paced environment with multiple partners.
- Must be willing to travel throughout the region and to Washington, D.C. Occasional evening and weekend work may be required.
- A bachelor's degree from an accredited college is strongly preferred.

Application Process

Interested individuals should e-mail a cover letter and resume to Bob Kissling, Vice President of Human Resources at Western Reserve Land Conservancy, at rkissling@wrlandconservancy.org.

Western Reserve Land Conservancy is an Equal Opportunity Employer and is committed to hiring staff members who represent the rich diversity of our community. All qualified candidates will receive consideration for employment and not be discriminated against based on race, sex, sexual orientation, gender identity, age, color, religion, national origin, disability, genetic information, protected veteran's status, or other legally protected classification in the State of Ohio.

