

EXECUTIVE POSITION PROFILE

Executive Director



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I. Position Description

The Opportunity

The Executive Director position for the California League of Conservation Voters and the California League of Conservation Voters Education Fund is an exciting opportunity for a high-energy, forward-thinking executive to lead a well-established organization headquartered in Oakland, CA and Los Angeles, CA. As a state-wide organization, CLCV is the largest state league of environmental voters and is the watchdog organization, holding California legislators and officials accountable, for ensuring environmental causes and conservation are at the top of the state's agenda. CLCV is a 501 (c) (4) organization and maintains California and federal Political Action Committees (PACs). CLCV Ed Fund is the affiliated 501 (c) (3). Each organization has a Board of Directors that partners with the Executive Director to set the strategic direction for the organization.

Established in 1972, CLCV has a rich history in environmental leadership in California. The Executive Director will need to preserve what is best about the association, implementing strategies to ensure good partnerships and accountability. The successful candidate will be goal oriented, demonstrating both independence and a passionate, competitive drive toward environmental justice. Possessing the values of inclusion and with a focus on diversity, the right Executive Director will be able to ensure board development is an ongoing priority. Social skills applicable to fundraising strategies and membership growth will be needed to accomplish the CLCV funding priorities. The future Executive

Director will be passionate about the state's environmental agenda, bold in their work with statewide legislators and will have an executive presence in the areas of board and staff development.

Scope of Position

The **Executive Director** reports to the Board of Directors through the Board Chairs and is responsible for the organization's consistent achievement of its mission, strategic objectives, annual operating plan, fundraising and financial objectives. The Executive Director oversees operations for this \$2.7 million organization with a staff of 12.



To support education regarding California's efforts in Green California and CLCV's strong desire to provide awareness on California's environmental issues, the California League of Conservation Voters Education Fund (CLCV Ed Fund) was created in 1996. While the CLCV Ed Fund has a separate Board of Directors, the CLCV Executive Director is its chief staff officer as well.

Key Accountabilities

In overarching strategy and management, the Executive Director will:

- Collaborate with the Board of Directors to develop, plan, and implement the strategic plan of CLCV ensuring that outcomes are in place with appropriate annual metrics.
- Develop a dashboard or regular process to review the Strategic Plan, reporting progress to ensure that priorities and resources align. With the Board of Directors' agreement, course correct as needed based on external environment factors.
- Enhance CLCV's already strong reputation and positioning in the field of advancing California's conservation agenda and educating about Green California.
- Successfully manage the staff and day-to-day operations of CLCV to provide for the sustainability and long-term stability of the organization. Have both a daily understanding of CLCV's challenges and a long-term view for success.
- Implement and advance programs and strategies that reflect the communities served by CLCV and align with the organizational values of diversity and inclusion.

In Fundraising, the Executive Director will:

- Achieve, in collaboration with the Board and staff, the CLCV annual fundraising plan and set quarterly reporting metrics.
- Target key markets for expansion of fundraising.
- Provide ongoing evaluation of fundraising, adjusting tactics as needed to achieve goal.

In Communications, Public Relations, & Partnerships, the Executive Director will:

- Serve as a key internal and external spokesperson for CLCV and CLCV Ed Fund, in conjunction with the Board Chairs, speaking for the organization to the media and public.
- From a social justice viewpoint, proactively lead efforts to enhance organizational visibility and awareness, including further developing relationships with relevant partner organizations, key state leaders and legislators.
- In conjunction with staff team and Board, lead public relations efforts as they relate to key CLCV and California environmental initiatives and events.
- In conjunction with the staff, ensure all communication, public relations and social media materials are in keeping with organization brand guidelines and depict accurate messages.

In Governance & Risk Management, the Executive Director will:

- Ensure the Board of Directors is kept fully informed on the condition of the organization and on all the important factors that influence it.
- Ensure good communication up, down, and laterally with the Board and staff.
- Foster and encourage active Board leadership, participation, and development in both CLCV and CLCV Ed Fund.
- Ensure the maintenance of official records and documents consistent with CLCV policies, and compliance with federal, state, and local regulations.

In Program Development and Advocacy, the Executive Director will:

- Work with staff and Board, overseeing and managing the development and execution of the CLCV annual plan for advocacy and program work.
- Focus intently on issues that are relevant to the members ensuring that the CLCV's program and advocacy delivery is relevant and high quality.
- Lead the active engagement of CLCV in appropriate coalitions, think-tanks, and other policy groups.

- Ensure a proactive role in influencing policy or legislation that could affect CLCV and its constituents. Encourage and leverage, with appropriate resources, constituent engagement in advocacy efforts aligned with CLCV.
- Ensure oversight of the development of CLCV communications strategies related to advocacy matters.

In Financial Management and Performance, the Executive Director will:

- Work with staff to propose an annual organizational budget for Board of Directors' approval based on an assessment of needs, external environmental factors, and the CLCV strategic plan. Accountable for financial stability, as well as regular cash flow, finance and forecasting reports to the Board of Directors.
- Ensure financial management operations that promote good stewardship throughout the organization.

Qualifications, Key Abilities and Experience

To be successful, the Executive Director will need to have been an executive leader with experience in an advocacy, conservation, labor, community enhancement or government affairs-based association or corporation. Specific qualifications include:

- A bachelor's degree or equivalency in experience.
- Experience as a CEO/ED or senior executive having worked in a similar size organization or agency. (5 years desired, but qualified candidates with comparable experience managing similar teams or projects in the for profit or nonprofit sectors are encouraged to apply).
- Relevant 501 (c) (4), public policy or political fundraising experience, preferred.
- Strong fundraising, financial management and reporting experience. (Fundraising anticipated to be at least 60% of time).
- Knowledge of advocacy efforts with state, national, and/or international government officials.

- Effective communicator and public spokesperson.
- Consensus builder among constituencies and ability to blend interests around a common set of goals.
- Strategic thinker who sees the big picture and motivates staff, Board, donors and key constituents toward a common vision.
- Ability to foster trust, establish relationships and build a sense of a shared purpose and commitment with the Board, staff, and key influencers.
- Reacts appropriately and strategically to key external trends and industry changes.
- Networks outside the organization and inside the field to build positive strategic relationships to further the CLCV and CLCV Ed Fund strategic plan.
- Ability to address problems and challenges, and use strategic thinking to keep CLCV visible, relevant and top of mind in the field.
- Environmental and social justice values, including an emphasis on diversity and inclusion. CLCV encourages diverse candidates to apply, including, but not limited to, women, people of color, people of diverse gender identities and those differently abled.

Measures of Success

After one year, the Executive Director will have:

- Successfully navigated the California political landscape, focusing on desired outcome from the annual plan and managing needed change.
- Maintained the image and position of CLCV with an eye toward advancement so it continues to be recognized as a distinct voice in California's conservation agenda.
- Established trusting relationships with staff, Board, donors and political partners.
- Ensured the financial stability of CLCV and implemented operations to continue that stability and provide for revenue growth.
- Expanded CLCV's values of diversity and inclusion in organizational programs, strategies and services.

II. Organization Review

About CLCV

The California League of Conversation Voters (CLCV) is the oldest and largest state environmental voter league in the United States. As the non-partisan political action arm of California's environmental movement, it is a nationally prominent organization.

Mission

CLCV's mission is to protect and enhance the environment and the health of all California communities by electing environmental champions, advancing critical priorities, and holding policymakers accountable.

CLCV accomplishes its mission in four strategic ways:

- Voter Education through the publication of the California Environmental Scorecard. The Scorecard is distributed to more than 30,000 CLCV members, to the news media and to other interested organizations.
- Endorsement of Candidates through rigorous research and determination of credentials in environmental platforms and positions. Once endorsed, CLCV assists candidates with strategies to help win their campaigns.
- Collaboration with local League organizations to foster strong elections at the local level.
- Legislative Watchdog and collaboration with other organizations on legislation of importance to the environmental community. CLCV makes sure that legislators hear from environmental voters by maintaining a full time lobbying presence in Sacramento.



CLCV Board of Directors

- **Matt Abularach-Macias** (*Staff Advisor*)
- **Bob Balgenorth**
- **Bryan Blum**
- **Todd Campbell**
- **Glen Dake** (*President and Chair*)
- **Fran Diamond** (*Vice Chair*)
- **Tracy Egoscue**
- **Lauren Faber-O'Connor**
- **Macaria Flores**
- **Carl Guardino** (*Treasurer*)
- **Lisa Hoyos**
- **Nicholas Josefowitz**
- **Doug Linney**
- **Wendy Mitchell**
- **David Nahai**
- **Andy Okun**
- **Victoria Rome**
- **Wendy-Sue Rosen**
- **Rebecca Saltzman** (*Interim Executive Director*)
- **Parin Shah**
- **Lea-Ann Tratten**
- **Cristina Uribe**
- **Rick Zbur**

About CLCV Education Fund

CLCV Ed Fund, is a non-profit, non-partisan, community-based advocacy organization that expands the universe of Californians who understand and act on the direct connection between the environment, public health, and civic participation.

Mission

The California League of Conservation Voters Education Fund protects California's natural resources and improves the health of our communities.

CLCV Ed Fund accomplishes its mission in the following strategic ways:

- Green California, CLCV Ed Fund's initiative that increases the impact and effectiveness of the environmental community in Sacramento. It coordinates the activities and policies of 92 organizations in California.
- Decision-maker education to support the importance of environment and conservation issues in California regions.
- Connect voters with legislators to underscore and validate the importance of environment and conservation issues, especially in underserved communities and among non-traditional environmental allies.
- Research on influential voter groups to better understand the pulse of the electorate on environment and conservation issues.

CLCV Education Fund Board of Directors

- **Sean Arian** (*Vice Chair*)
- **Sara Barth** (*Secretary*)
- **Estela de Llanos**
- **David Ford**
- **Sandra Itkoff**
- **Sam Kang**
- **Travis Kiyota**
- **Tim O'Connor**
- **Rebecca Saltzman** (*Interim Executive Director*)
- **Nancy Sutley** (*President and Chair*)
- **Matt Rodriguez**
- **Rick Zbur**

CLCV Green Advisory Council

- **Becki Ames**
- **Preston Brooks**
- **Tom Buttgenbach**
- **David Festa**
- **Tal Finney**
- **David Goldberg**
- **Maureen Grace**
- **Gabriel Kra**
- **Stephen Matloff**
- **Terry O'Day**
- **Ryan Popple**
- **Wendy Pulling**
- **Thomas Safran**
- **Deidre Sanders**
- **Sam P. Schuchat**
- **Naomi Seligman**
- **Nancy Stephens**
- **Matt Szabo**
- **Daniel Yost**

CLCV and CLCV Education Fund Headquarters

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Web Presence

www.ecovote.org

Social Media Presence

Facebook, Twitter, LinkedIn

III. About Vetted Solutions

Vetted Solutions is a national executive search firm specializing in association and nonprofit recruiting and consulting. We focus on senior staff and CEO positions.

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