



**Heal the Bay**

**EXECUTIVE DIRECTOR**

**POSITION PROFILE**

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## I. HEAL THE BAY

- Heal the Bay is a regional environmental nonprofit group dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.
- Created in 1985, Heal the Bay has more than 12,000 members. Progress toward their mission is achieved by effectively combining the use of science, advocacy, community outreach, and public education to create positive change in our local environment.
- Heal the Bay is headquartered in Santa Monica and operates the Santa Monica Pier Aquarium. Their programs include:
  1. Adopt-A-Beach
  2. The Beach Report Card
  3. Coastal Cleanup Day
  4. Compton Creek Watershed Project
  5. The Education and the Environment Initiative
  6. Speakers Bureau
  7. Key to the Sea
  8. Angler Outreach
  9. Santa Monica Pier Aquarium
  10. Stream Team
  11. Legislation, Policy and Advocacy Programs
- Governed by a 45-member board, Heal the Bay has a \$5.5million budget and a staff of 48 augmented by interns as well as a committed cadre of volunteers dedicated to community education and advocacy.
- Heal the Bay's strategic plan (2005-2010) reflects the following directional goals:
  1. Ensure all California beaches will be safe for swimming during dry weather.
  2. Protection of aquatic life.
  3. Ensure environmental education for children in K-12 in the Greater Los Angeles Region.
  4. Lead county wide aquatic habitat assessments and restoration projects.
  5. Build significant political, community, membership and volunteer support throughout the watersheds of Greater Los Angeles Region.
- Additional information about Heal the Bay can be found at [www.healthebay.org](http://www.healthebay.org)

## II. OVERVIEW OF ORGANIZATIONAL CHALLENGES

Now in its 28th year of operations, Heal the Bay plays a leadership role in addressing the issues that affect the quality of Southern California coastal waters and watersheds. Looking ahead, some of the challenges for the organization include:

1. Achieving additional growth in membership, in revenues and in programmatic reach and impact.
2. Enhancing and increasing fundraising and development infrastructure and results.
3. Enhancing the public profile and maintaining and expanding partnerships and collaborative relationships in community.
4. Developing communications strategies in new media, especially web-based communications and fundraising.
5. Maintaining close contacts with leading elected and appointed officials in California.
6. Expanding diversity on the Board and staff.
7. Increasing work with new and non-traditional constituents.

### **III. THE POSITION**

Heal the Bay is poised to benefit from a strategic, forward thinking leader to advance the organization's impact. The Executive Director (E.D.) is charged with the strategic leadership, management, and direction of the organization.

The E.D. supervises the management staff and oversees all Heal the Bay programs and activities, and manages, oversees, and participates in all Heal the Bay fundraising activities. The E.D. is the primary public face of Heal the Bay, and represents the organization to the public and press. The E.D. also works with an active and high profile Board to extend Heal the Bay's visibility and impact.

Duties and responsibilities of the position include:

1. Provide strategic vision and leadership for the organization.
2. Secure revenue for operating budget of \$5.5 million.
3. Manage annual operating budget.
4. Diversify and broaden the funding base: increase individual giving and procure new foundation/corporate grants, sponsorships and contracts.
5. Develop and manage fundraising relationships to secure funding for programs, operations and staff.
6. Explore opportunities to expand revenue sources focusing on achieving long-term financial stability.
7. Maintain a working knowledge of current trends in nonprofit funding and governance.
8. Develop short and long range plans and goals to meet organization objectives.
- 9.
10. Provide strategic vision and leadership within the region representing the interests of Heal the Bay.
11. Inspire, support and maintain the highest standards for staff and job performance.
12. Maintain an active and inspirational presence in the local community, especially with funders and sponsors.
13. Collaborate with staff to execute strategic plans, budgets, project planning and human resource issues.
14. Develop strategic marketing and advertising opportunities and partnerships within region.
15. Create and maintain interdepartmental projects to support Heal the Bay's mission and priorities.
16. Provide leadership for the management team of Heal the Bay.
17. Additional responsibilities and projects as required.

### **IV. THE CANDIDATE**

The ideal candidate should have a demonstrated ability to:

- Impart knowledge of relevant science related environmental issues.
- Communicate effectively with internal and external audiences.
- Build broad alliances and collaborative partnerships.
- Lead strategically and implement tactically.

#### **Education and Experience**

- A minimum of 7 years of senior-level nonprofit management experience, preferably as Executive Director or Chief Executive Officer.
- A superior track record as a fundraiser.
- Demonstrated management skills as a leader, including managerial savvy.
- Proven leadership skills and ability to maintain a creative and supportive work culture.
- A background with a membership organization is helpful.

## **THE CANDIDATE (continued):**

### **Knowledge and Skills**

Ideally, candidates should have:

- Understanding of marine biology, environmental science, education and/or other science related topics.
- Excellent planning and organizing skills.
- Knowledge of public outreach strategies.
- Knowledge of all facets of development and fundraising techniques.
- Excellent writing and public speaking abilities.
- Effective supervisory skills and experience.
- Experience managing and communicating with multiple departments with creative, enthusiastic and dynamic staff from a variety of disciplines/backgrounds.

### **Personal Traits**

Candidates should be/have:

- Strong people skills.
- A collaborative style.
- Initiative and persistence.
- Able to put forth a consistent and energetic effort.
- A positive public presence.
- Able to create an environment for success.
- Able to make solution based decisions and set appropriate priorities.
- Able to serve as a catalyst for action.
- Capable of analytical thinking and sound judgment.
- Able to look to and plans for the future.
- Political savvy.
- Hardworking and energetic.
- Ability to work under pressure.
- Self-starter and entrepreneurial.
- Someone who knows how to “make things happen.”
- Creative.
- A problem solver.
- Strong personal character and credibility.
- Risk-taker and innovator.
- Strategic – “big picture” thinker.

## **V. COMPENSATION AND BENEFITS**

The compensation for this position is open within an established range and will depend upon the qualifications and experience of the final candidate.