



Position Title: Executive Director

Employer: Poudre Heritage Alliance

Status: Full-Time;

Salary range: \$85,000-\$100,000 plus benefits and some relocation cost reimbursement

Supervisor: Board of Directors

Office Location: Fort Collins, CO area

Application Deadline: Mon, November 8, 2021 by 9 a.m. MST | **Start Date:** January 2021

The [Poudre Heritage Alliance](#) (PHA) is seeking a committed and experienced Executive Director (ED) to carry on and grow the legacy of PHA, the managing nonprofit organization for the [Cache la Poudre River National Heritage Area](#) (CALA) located within Weld and Larimer counties and including the cities and towns of Greeley, Fort Collins, Windsor, and Timnath, Colorado. PHA is partnership-based, with the mission to "...provide current and future generations the opportunity to understand and celebrate the area by careful planning and facilitation of educational programs and related amenities in collaboration with residents, private sector, and government entities." This is a national search for the best candidate.

Background Information about National Heritage Areas and the CALA

The Cache la Poudre River National Heritage Area was designated by Congress in 2009 and is one of 55 [National Heritage Areas](#) (NHAs) in the United States. The program is administered by the [National Park Service](#) (NPS). National Heritage Areas are places where historic, cultural, and natural resources combine to form cohesive, nationally important landscapes. The CALA is nationally important and unique because it was the place where the doctrines of western water law of the United States were developed by settlers in the early 1800s. Today, many of these doctrines still guide the use, management, appropriation, and delivery of water in the West.

About Poudre Heritage Alliance

Like all rivers, the Cache la Poudre is dynamic. It changes by the moment and through millenia. The Poudre Heritage Alliance stewards stories of the river over time, across cultures, and among peoples. To explore possibilities for collaboration, PHA convenes entities and organizations with diverse, and at-times, competing, perspectives on the river, water, and the watershed. For the individual, PHA is the purveyor of heritage area-related programming that offers ways to experience all the river has to offer in a personal way. PHA's work is guided by the CALA's congressionally-approved [2013 Management Plan](#)—where PHA's Mission and Vision statements, goals and objectives are found.

PHA's partners within the CALA include regional non-tribal and Tribal communities, educators, donors and supporters, and private property owners. Beyond the CALA, PHA fosters relationships with US Congressional representatives and CO state legislators, the NPS, and other National Heritage Areas. All of the existing PHA programs serve: *to promote a variety of historical and cultural opportunities, to engage people in their river corridor, and to inspire learning, preservation and stewardship.* To this end, PHA administers grants that provide funding support to other organizations for projects that highlight water heritage or river assets within the CALA. All PHA programs and projects are partnerships and collaboration-based with a goal towards growing relationships and supporters, fundraising, and securing matching resources for the annual federal funding appropriation. The new

ED can build on past programs and projects or they may be inspired to infuse new ideas into PHA partnerships and collaborations.

Since 2009, PHA has created many organizational and regional successes including: supporting partner projects through the Grant Giving Program, unifying historical interpretive signage throughout the CALA, convening diverse water-related interests to broaden the regional discussion about the Cache la Poudre River, and much more. Some current and upcoming PHA key initiatives include:

- To attain Reauthorization of CALA from Congress in 2024;
- To raise awareness of western water law and history, water heritage and cultural/spiritual significance, and water management of the Cache la Poudre River;
- To inclusively engage a diverse audience;
- To strengthen the role of philanthropy and volunteerism in the CALA communities; and
- To preserve and conserve historical structures and assets, stories and lessons.

PHA is now at a transition point with an opportunity to focus on its growth and role as a regional partner convenor. PHA will continue to bring water and watershed-related entities to the table to facilitate collaboration about desired conditions within the CALA, invite modern perspectives on the river, and inspire ways to synthesize work, projects and efforts around water and river stewardship into the future.

About the Position

The most immediate goal for PHA and its ED is ensuring the operational stability of PHA through congressional reauthorization of the CALA by 2024. NHA's founding legislation administered funding for PHA until 2024, so the new ED will need to coordinate legislative support and create an action plan to ensure funds for the future. The reauthorization process is a rich opportunity for the new ED to learn about the origin, structure and history of the heritage area, and will create a strong foundation for future planning. Overall, PHA's main focus is on utilizing historical and cultural appreciation and heritage as a framework for the current context of water law, water management, and river appreciation. There is abundant opportunity for creatively engaging a diverse public and achieving the PHA mission within these values in inclusive ways.

The ED is responsible for implementing the 2013 Management Plan and for managing the budget to ensure the PHA remains fiscally sound and within the required standards set forth by the NPS. In addition, the ED leads the annual fundraising effort and increases public support for CALA. The ED prepares the annual budget proposal and reports to NPS on use of allocated federal funds, with work plan tracking to keep staff and resources focused on the stated goals and objectives. Further, the PHA ED is considered a community leader within the CALA region and within the [Alliance for National Heritage Areas](#) (ANHA)—the national advocacy affiliation for National Heritage Areas.

The new ED will have an opportunity to build and lead a new staff team to achieve PHA goals and more. They should be prepared to supervise and guide staff via motivation, clear and honest communications and solution-driven leadership that fosters growth and development for each staff member and PHA partners. The ED will supervise PHA staff to: cultivate partnerships; implement collaborative PHA programs; establish relationships with local, regional, state and federal decision-makers; and broaden water and watershed engagement among residents and visitors in the region.

The ED is guided and the PHA is governed by an up to 13-member volunteer Board of Directors (Board) to fulfill the Vision, Mission, goals and objectives of the Management Plan. The Board includes an Executive Committee consisting of the Chair, Vice-Chair, Secretary and Treasurer, who meet every two weeks with the ED, to support progress of the PHA work plan. Board members are hands-on, guiding the PHA direction and successes through various committees. The PHA ED reports monthly at the Board of Directors meeting.

Experience, Qualifications and Duties

The PHA Board of Directors seeks an Executive Director who is a well-rounded leader with at least 5 years of senior-level experience in administration and management. Experience managing federal funds and reporting requirements is a strong advantage, as is experience building relationships with legislators and legislative staff. The ED should have strong leadership skills, passion for the mission, a commitment to integrity and communication, and be prepared and organized to represent PHA in various venues.

The candidate's commitment to partnership, collaboration, diversity and inclusivity is essential. Guided by the 2013 Management Plan components, the ED will oversee creation of a strategic plan that includes a clear development and fundraising strategy, refreshes existing programs and identifies other programs/efforts that raise awareness of the PHA, and boosts relevant partnerships and supporters—all with an eye and effort toward diversity and inclusion of all water perspectives in the region. The ED should be prepared for personable and socially-interactive relationships with PHA partners and embrace a true commitment to public engagement.

The ED will be evaluated by the Board based on their implementation of the 2013 Management Plan, development of a new strategic plan, implementation of annual goals, coordination and collaboration with NPS, regional collaboration and objectives relative to the strategic plan, management of the budget, and supervision of PHA staff. This is a robust position with many competing demands. The ED should be energetic, strategic, detail-oriented and be problem-solving focused while remaining resilient and adaptable. This is an exciting position with plenty of potential for personal and professional expression and growth.

To Apply:

Individuals interested in applying for the Poudre Heritage Alliance Executive Director position should submit an application package including 1.) a detailed cover letter describing your interest in and readiness for this position, 2.) a resume including your educational and professional qualifications and experience, and 3.) the names and contact information for three professional references for verification of your qualifications. Please submit the application package as a single PDF, titled with your name, to sararose@connectedrealities.org with the subject line "PHA Executive Director application". The deadline is **Monday, November 8, 2021 by 9 a.m. MST**.

Equal Opportunity Employer: Poudre Heritage Alliance provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. We seek diverse applicants to join our staff and we provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job. Poudre Heritage Alliance expressly prohibits any form of harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.