

**REVISED – 10/26/20**

## **Executive Director**

ATHA, Inc. (dba Maryland Milestones) seeks an innovative, hands-on, Executive Director to lead a state certified regional tourism program. The mission of ATHA Inc. is to preserve and promote the history, art, culture, and natural resources of the Certified Heritage Area. Located in Prince George's County, Maryland – a strong, diverse community located between Washington and Baltimore – this heritage area serves a wide range of culturally and ethnically distinct communities. The Executive Director will fulfill its mission and facilitate implementation of the Heritage Area Management Plan through effective partnerships, technical assistance, tourism product development, and grantmaking. The Executive Director is the primary voice of the organization to government and community partners.

Responsibilities include:

### Government/Community Relations

- Must work on regular basis with wide range of groups and must understand the needs of each constituent group;
- Ability to advocate for the organization and heritage programs generally;
- Work with preservation, arts, and conservation groups to effectively advance goals within management plan (and goals added to the plan);
- Work with government agencies from wide span (Federal to local), understanding goals and needs and how to best serve them.

### Facilitation of Heritage Area functions with partners

- Tend to and support stakeholders, communicating the benefits of being in the Heritage Area;
- Collaborate with the Maryland National-Capital Park and Planning Commission to provide support to their historic, cultural and natural sites (including trails);
- Provide workshops and assistance to potential grantees and facilitate the effective grants review process;
- Support through technical assistance in developing (including design) of interpretive products;
- Convene and facilitate stakeholders and partners to develop projects that support the region as a whole, advocate for stewardship initiatives, emphasize heritage product development, and follow initiatives laid out in the Management Plan, Strategic Plan, 5 year plan, and other regional level plans.

### Resource development and fundraising

- Manage the existing Heritage Area grant, the M-NCPPC Project Charge, and membership from communities (totaling about \$180,000);
- Manage the existing State tax credit allocation;
- Manage existing grants and programs with the National Park Service and other funders;
- Work with the Board members to set and execute an effective annual fundraising plan that will supplement state funding from a diverse funding base;
- Write grants, develop and maintain effective donor campaigns, and execute fundraising events;
- Build and maintain partnerships that enable effective resource development and fundraising.

## Marketing & Tourism Development

- Manage and maintain the Maryland Milestones Heritage Center with support from the State and County tourism offices;
- Build and maintain critical relationships with municipality officials and the Conference and Visitors Bureau to market the Heritage Area;
- Communicate with government agency leaders, funders, stakeholders, and the public regarding program needs and the benefits ATHA, Inc can provide to municipalities and other stakeholders;
- Develop and maintain a marketing and communications strategy with the Conference and Visitors Bureau (including website, social media);
- Develop tourism products (website, social media, brochures, tours, lectures) as necessary.

## Administration of organization and personnel

- Work with the Board of Directors to ensure the mandate and mission of the organization is fulfilled;
- Development and implementation of next five year strategic plan;
- Lead small but effective staff (between 1 and 3 part time positions);
- Set high performance standards, expectations, and goals and work with staff and board to meet those goals and standards;
- Make decisions on hiring and removal of staff;
- Work with the Board of Directors and Board Committees to oversee implementation of policies of the organization and monitor compliance with non-profit requirements, and requirements set by the Maryland Heritage Areas Authority;
- Develop annual budget and track expenses accordingly in cooperation with the Treasurer and the Finance Committee of the Board;
- Maintain and improve, where needed, the oversight of insurance policies, bill payment, spending, and cash flow.

Required Qualifications: Candidates must have a minimum of three to five years' relevant experience, with at least three in government/community relations or organizational management, including but not limited to budget development, employee supervision, and grant/contract management.

Ideal Qualifications: In addition to the required qualifications, the selection criteria will seek candidates that possess:

- An advanced degree in relevant areas;
- A background in heritage tourism, historic preservation, arts administration, or environmental conservation;
- Innovation mindset;
- Experience with hand-on operations;
- Excellent communication, negotiation and writing skills;
- Problem solving skills;
- Resource development experience;

- Comfortable communicating and working with a range of people including residents, business owners, public officials, funders, and the media;
- Experience with Quickbooks
- Experience in Adobe design products, social media, and/or digital design;
- Experience in interpretive design and planning;
- Experience in engaging with diverse communities particularly within the arts, humanities, and natural resources;
- Ability to work flexible hours (including evenings and weekends)

ATHA, Inc is an equal opportunity employer. We are committed to identifying and recruiting a broad and diverse pool of qualified candidates for this position. We encourage applications from all qualified persons, and will take each application into consideration without regard to the applicant's race, creed, color, religion, gender, sexual preference, nationality, marital status, age, physical disability, citizenship status or any other characteristic protected by law.

**Salary range: \$65,000 – 75,000**

Benefits: Medical coverage, paid time off and sick leave, potential for professional development, flexible schedule.

Application Date: **Submit letter of interest, resume, and three references by December 18 to [ATHAEDSearch@gmail.com](mailto:ATHAEDSearch@gmail.com)**. Applicants will be notified when materials have been received. Interviews will begin in January with final decision by March.

For more information see: <http://www.marylandmilestones.org>