



APPALACHIAN TRAIL CONSERVANCY®

POSITION DESCRIPTION

Position Title	Regional Director - Southern	Incumbent	
Location	Asheville, NC or Negotiable in Region	Status	Exempt
Supervisor	Vice President of Conservation & Trail Management	Department	Conservation
		Updated	3/29/21

Organizational Mission

The Appalachian Trail Conservancy's (ATC) mission is to protect, manage, and advocate for the Appalachian National Scenic Trail (ANST).

Position Summary

The Southern Regional Director position encompasses the following roles and responsibilities:

Advances the ATC's mission, vision, and values:

- Fulfills ATC's mission by advancing the organization's Trail management and conservation priorities; by managing, developing, and supporting ATC's regional staff; and by working with local management partners in the Southern Region (Georgia, North Carolina, and Tennessee).
- Continuously improves the visitor and volunteer experience on the Appalachian Trail (A.T.).
- Protects the A.T.'s natural and cultural resources.
- Reports to ATC's Vice President of Conservation & Trail Management, and works with ATC's Vice President of Advancement, Chief Financial Officer, and President and CEO, to ensure organizational success.

Advances the ATC's strategic conservation priorities:

- Contributes to the development and continuous execution of ATC's Strategic Plan.
- Expands landscape conservation opportunities (working with ATC's Director of Landscape Conservation).
- Furthers ATC's visitor use management program and goals (working with ATC's Director of Visitor Use Management).
- Reinforces ATC's ability to cooperatively maintain, manage, and protect the ANST by working with and expanding ATC's regional partnership network.
- Works with ATC's Program Director on Volunteer Relations to make volunteering open to all and easy to do and help corral resources to strengthen agency partnerships.
- Work with ATC's Communications and Education & Outreach teams to inform, educate and create a deeply ingrained sense of responsible recreation and shared stewardship.

Advances the ATC's commitment to justice, equity, diversity, and inclusion:

- Adheres to the values and commitments outlined in [ATC's Identity Statement](#).
- Works to ensure the ATC furthers the goal of making the A.T. more welcoming, more inclusive, and safer for all.
- Undertakes continuous justice, equity, diversity, and inclusion training.

Manages and bolsters ATC's resources, capacity, and funding:

- Supports the alignment of activities by securing, coordinating, and configuring resources, capacity, and programs to address the most critical conservation and trail management priorities in the Region.
- Collaborates with others across the Region and throughout the ATC on the procurement and application of resources in the Southern Region as well as in areas beyond their span of authority.
- Contributes to fundraising and marketing success, working with staff to secure increased private and corporate support for conservation, engaging with major donors, corporations, and foundations, and supporting donor cultivation staff.
- Works closely with the VP, Conservation and Trail Management to approve budgets and set priorities that dictate private and public fundraising goals.
- Serves as the primary regional spokesperson for ATC to internal and external audiences (including staff, volunteers, the Board of Directors, public and private donors, government agencies and officials, community leaders, and other partners) and cultivates those audiences to support and promote ATC's mission and vision.

Scope:

- Overall responsibility for Regional conservation results, philanthropy activities and goals of the ATC, and for the integration of Regional priorities.
- Manages the execution of the ATC's strategic priorities through the development of a regional implementation plan, annual budget and financial plans, and annual work programs, all delivered on time and within budget.
- Demonstrates an understanding of on-the-ground trail management and land conservation.
- Incorporates organizational values and competencies as foundational elements in all aspects of work.
- Ability to attract, develop and retain diverse staff talent, volunteer leaders, and donors critical to mission success. Success building workplace climates that are fair, inclusive, and equitable, where every staff member feels they belong and can offer their maximum contribution to the ATC's mission and operations. Ability to diagnose staff needs and support different leadership, management, and work styles within a learning organization.
- Provides leadership in public policy efforts within the Region.
- Ensures that programmatic commitments, financial standards, and legal requirements are met.
- Presents and represents the Region's and ATC's vision in a compelling and engaging manner to internal and external audiences as lead spokesperson.
- Delivers effective and persuasive speeches and presentations on complex topics to employee groups, managers at all levels, board members, and outside organizations.
- Demonstrates a willingness and ability to travel routinely throughout the geography and across the Trail landscape as required.

- Works flexibly, sometimes beyond the normal workday, including weekends, as necessary.
- Directs, prepares, presents and/or participates in negotiations of project proposals with governmental agencies.
- Other duties as assigned.

Minimum Qualifications:

- Bachelor's degree and minimum of 5 years of experience as a leader in the trail management and conservation arena, non-profit sector, advocacy, or related for-profit area.
- Experience in leading and managing teams.
- Experience communicating with and presenting to diverse audiences, including donors, board members, employees, and outside partners.
- Experience and/or a strong desire to fundraise.
- Experience in budget management.

Desired Qualifications:

Strategic Leadership and Collaborative Management:

- Commitment to the role science plays in designing and implementing trail management and land protection and stewardship.
- Prior management experience, including the ability to motivate, lead, set objectives, and manage the performance of a large team.
- Ability to think organizationally, toggling between regional duties and priorities and overall organizational success.
- Ability to inspire and be inspired by volunteer leaders, donors and partners, and staff working to align vision and strategy for greater impact.
- Understanding and interest in working with government agencies and the legislative process, especially in the realms of recreation, natural resources, energy, climate, or related fields.
- Understanding and experience with strategic financial management, including; long-term sustainability and complex budget management.

Diversity, Equity, and Inclusion:

- Exposure to various cultures, geographies, nationalities, ethnicities, and points of view, appreciating the basis of each person's worldview.
- Exposure to various economic sectors in order to appreciate the vastness of experience and expertise of others outside their field of interest, such as financial, manufacturing, technology, government, natural resources, and education.
- Demonstrated respect for committing to local, on-the-ground involvement with people, communities and cultures, with awareness and sensitivity to their economic realities.
- Understanding of their Region's unique history, heritage, and culture; aptitude and capability to work closely with communities large or small, rural or urban.

Interpersonal Communication Skills:

- Active listening skills, including awareness of body language and physical-mental-emotional linkages. Curiosity for the motivations of all parties, seeking intersections among differing perspectives and viewpoints.

- Capacity to advocate successfully using science and data, communicate with authenticity and credibility and exert influence by being a role model for people, programs, and ethics. Ability to engage others through dynamic, empathetic, and articulate presentations and dialogue, conveying contagious enthusiasm that engenders a shared vision for the future.
- Ability to communicate love of the A.T., nature, and passion for ATC's mission in an inspiring, motivating and positive way.

Physical Demands and Working Conditions:

- Primarily works in an office environment operating a computer in a stationary position.
- Frequently communicates with staff, partners, and others by phone, email, virtual meeting, and in person.
- Occasional field work in outdoor weather conditions traversing uneven/rugged terrain.
- Occasionally transports office or field equipment weighing up to 40 pounds.
- Routine travel throughout the region and across the Trail landscape as required.

ATC Equal Employment Opportunity Statement

The Appalachian Trail Conservancy (ATC) encourages collaboration, flexibility, and fairness with all employees and volunteers to enable participation and contributions to their fullest potential.

We are committed to being a diverse and inclusive organization and recognize that diversity contributes to an effective and successful organizational culture and mission.

The ATC prohibits discrimination in employment on the basis of race, color, religion, sex (including pregnancy, gender identity and/or expression), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, political affiliation, union membership, or any other status protected by the laws and regulations in the locations where we operate.

[Appalachian Trail Conservancy's Identity Statement](#)