

Eastern Trail Alliance

Eastern Trail Management District

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PO Box 250, Saco, ME 04072

Executive Director

Job Description

Background: The Eastern Trail is a four season, non-motorized, transportation and recreation trail that goes through twelve southern Maine towns from Casco Bay to Kittery. Using the historic Eastern Railroad corridor, it will ultimately be an almost entirely off-road greenway, a significant part of Maine's statewide transportation/recreational network, and a nationally lauded segment of the 3000-mile East Coast Greenway, which connects Calais, Maine and Key West, Florida. Currently the Eastern Trail is 65 miles long, one third of which is off-road.

The Eastern Trail Alliance (ETA) is a nonprofit membership organization led by a board of trustees that takes the lead on promoting use of the trail and champions the expansion of the off-road trail. The Eastern Trail Management District (ETMD) is a nonprofit whose board of trustees consists of representatives from the municipalities along the Eastern Trail. The ETMD oversees new construction and maintenance of the Eastern Trail. These two organizations work together through a shared Executive Director and compatible boards of trustees, to establish, expand, maintain and promote the use of the Eastern Trail.

Overview: The Executive Director is responsible for leading the Eastern Trail Alliance (ETA) board of trustees and members, together with the board of trustees and municipal members of the Eastern Trail Management District (ETMD), in their joint mission to establish, expand, maintain and promote the use of the Eastern Trail. The Executive Director represents both organizations as the executive administrator in all dealings with members, partner organizations, and the general public and has the authority to bind the ETA and the ETMD through her/his signature. The Executive Director supervises the ETA Office Manager, Webmaster, and the Volunteer and Events Coordinator.

Job Duties & Responsibilities:

1. Strategic Leadership

- Develop, together with the ETA and ETMD trustees, short-, intermediate- and long- term trail development and fundraising goals for the Eastern Trail. Monitor goal implementation and provide related reports to the boards.
- Ensure, together with the boards, competent and trained trustees, including assisting with the orientation and training of new trustees, leading them in visioning and planning, keeping them informed, supporting board committees, assisting with their fundraising role, and maintaining board records.
- Function as the liaison between the boards and ETA staff.

2. Financial Leadership

- Meet or exceed revenue goals together with the boards to ensure adequate funds are available to permit the organization to carry out its work.
- Create budgets. Manage organizational financial accounts, including payroll, bank, and financial statements according to financial management policies.
- Sign or direct the signing of contracts necessary for internal operations, such as equipment leases and maintenance agreements, temporary employee contracts, annual reporting, sales tax prep, and insurances.
- Identify, cultivate, and solicit major and planned gifts from foundations, corporations, individuals, chambers of commerce, and community organizations. Support the board in their fundraising efforts.
- Identify and respond to opportunities provided by the state and federal government via the grant writing process.
- Facilitate transfer of appropriate information to Treasurer of the Board; assist with financial reporting.
- Oversee current grants and all reporting to grantors.

3. Public Relations and Advocacy

- Identify and develop relationships with constituent groups that support Eastern Trail goals.
- Create an annual report for each member municipality.

- Meet with community members and organizations to tell the Eastern Trail story in order to gain support for the miles of trail that remain to be built.
- Initiate and manage public, media, and community relations. Prioritize all aspects of communication, from social media and web presence to the trail guide and marketing material for the Trail, including a periodic e-newsletter to members and others with the goal of creating a stronger brand.
- Represent the Eastern Trail in professional associations such as the Bicycle Coalition of Maine, the East Coast Greenway Alliance, the Maine Trails Coalition, Southern Maine Conservation Collaborative and the Southern Maine Planning and Development Commission to further state and national trails advocacy.
- Establish and maintain strong working relationships with local, regional and state officials, including but not limited to town and city managers, municipal planners, parks and recreation directors and public works directors, mayors, state legislators, Maine Department of Outdoor Recreation, Maine Department of Transportation and Maine's federal delegation.

4. Trail Management

- Manage day-to-day trail operations, including routinely inspecting trail to identify any maintenance issues, monitoring of trail use, and trail user comments and complaints, communicating all to the appropriate municipality for action, to assure the day to day functionality of the trail.
- Develop maps, guides, signs, kiosks and other public use materials for the Eastern Trail.
- Oversee design, permitting and construction projects for future phases of Trail as a liaison between the Maine DOT and other state and federal agencies and the boards.
- Attend municipal council and board meetings to report on funding, progress, needs, concerns, etc.
- Communication and attendance at Maine DOT meetings & briefings.
- Communication with trail corridor owners (Unitil, IFW).

- Forward all trail maintenance and issues to municipalities for action through their public works departments.
- Revise Trail Operator's Manual.
- Develop plans with municipalities & trail corridor owners for emergency response, maintenance and other service for the trail.
- Maintain current Local Project Administration Certification (MaineDOT).
- Prepare and submit Transportation Enhancement Application (MaineDOT).
- Work with municipalities to assist their submittal for Recreational Trails and Planning Partnership Initiative Funding (MaineDOT).
- Negotiate and secure CoLocation Agreements for next phase of trail development.
- Develop evaluation criteria for potential projects.
- Oversee and develop all aspects of Project Management from initial proposal through post construction final inspection, working directly with consultants, state, regional and local project managers.

5. Human Resource Management

- Recruit and retain capable staff. Supervision of staff includes coaching encouraging personal growth and job satisfaction - and performance evaluation. Assure staff training and opportunities for professional development. Direct all staff in the performance of their duties.

Qualifications, Skills, Competencies, and Requirements

1. BA/BS in related field and minimum 5 years of experience in organizational management. Local Area Project Management certificate or willingness to go through training to receive certification is required. Trails experience and Master's degree preferred.
2. Project management experience – preferably in trail construction.
3. Direct experience managing \$6 - \$10mm project engineering & construction budgets.
4. Experience with fundraising, including donor relations, grant writing, and membership campaigns.

5. Success working with a non-profit or corporate board and building enhanced board capacity.
6. Staff supervision experience with proven record of developing cohesive team of staff and volunteers.
7. Exemplary written and verbal communication skills
8. Comfortable in a computerized office environment including competency in Microsoft Office Suite and a willingness to adapt to new technology needs as they arise. Comfortable with social media including FaceBook, Twitter and Instagram. Familiarity with DonorPerfect or other CRM software, Quick Books accounting software, and desktop publishing software is a plus.
9. Exceptional leadership skills and personal integrity. Self-starter with entrepreneurial initiative and creative and innovative thinking. High energy and ability to inspire achievement in others. Sense of humor appreciated!
10. Willingness to work flexible hours, including some evenings and weekends for meetings, activities and special events.
11. Must possess a valid driver's license and have the use of a personal vehicle.
12. Must have the ability to lift 30 lbs.

Compensation

This is a full time, salaried position with paid holiday, sick and vacation time and stipends for health insurance and cell phone use reimbursement for travel. Compensation will be commensurate with experience.

If this sounds like the next step in your professional life, and one that you would like to explore, please submit a cover letter and a resume to the Hiring Committee at eastertrail65@gmail.com

All interview arrangements will be made with Covid 19 prevention in mind. Resumes will be accepted until the position is filled.