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Chief Executive Officer

Great Rivers Greenway seeks a dynamic, experienced, strategic Chief Executive Officer to continue its legacy of excellence creating and stewarding one of the Midwest's premier greenway systems.

This is a remarkable opportunity to lead a sophisticated organization with a history of significant impact in a vibrant, evolving region.



Organization Background

The Great Rivers Greenway mission is to make the St. Louis region a more vibrant place to live, work, and play by developing and supporting a regional network of greenways.

Great Rivers Greenway was created in 2000 when the people of St. Louis City, St. Louis County, and St. Charles County voted to create a sales tax dedicated to parks and greenways. The resulting annual funding allows Great Rivers Greenway to collaborate with partners and communities to build, care for, and activate a network of more than 135 miles of greenways (and counting!). These spaces create access, transit, recreational opportunities, community connection points, and healthy habitats and watersheds.

Operating within a collaborative five-year regional plan structure, Great Rivers Greenway has a total operating and capital budget of approximately \$40M. The majority of the organization's recurring revenue is received through sales tax generated in each jurisdiction—St. Louis City, St. Louis County, and St. Charles County. The greenways are planned, brought to life, and maintained in partnership with the 100+ municipalities and institutions they connect. These projects transcend political boundaries and unite the region based on watersheds, not zip codes or city limits.

Great Rivers Greenway is governed by a 12-member appointed Board of Directors that represents the region. It is led by a staff of 44 people, works with 265+ partners, and is accountable to the taxpayers through annual reports, greenway results, and ongoing community engagement.



Position Overview

The Chief Executive Officer is responsible for executing the organization's mission and vision and developing and implementing an integrated strategic plan. The CEO provides consistent executive leadership and, in coordination with the Board of Directors, ensures Great Rivers Greenway is an efficient, dedicated steward of the public's trust, resources, and landscapes.

The CEO is Great Rivers Greenway's face to the community and works to build, maintain, and grow relationships locally, regionally, and nationally. Maintaining the organization's financial health and well-being is a critical component of this role. This includes significant skill and expertise in garnering additional funding and resources through bond issuance, government funding, grants, and solicitation of individuals, corporations, and foundations.

Being an excellent place to work and a strong partner are a high priorities for Great Rivers Greenway. The CEO is responsible for engaging and recruiting a diverse range of constituents and attracting and retaining talented staff to achieve the organization's strategic goals. The CEO reports to the Great Rivers Greenway Board of Directors and directly supervises a Chief Operating Officer, VP Major Gifts, Chief of Planning and Projects, Director of Equity and Economic Development, and an Executive Assistant.

Great Rivers Greenway is committed to creating and maintaining a workplace in which all employees have an opportunity to participate and contribute to the success of the organization and are valued for their skills, experience, and unique perspectives. Great Rivers Greenway expects all employees to support this dedication to diversity, equity, and inclusion in the workplace.

Essential Functions



Fundraising Leadership

- Enhance GRG's financial position through effective planning, sound development practices, and strengthening all revenue and funding streams.
- Lead interactions with the associated Great Rivers Greenway Foundation Board of Directors, including strategy formation and tactical execution related to Foundation fundraising activities, in collaboration with the VP Major Gifts.
- Leverage private and public funding for demonstrable results that include the construction and maintenance of valuable community assets.



Political and Community Relationship Building

- Represent GRG in local, regional, and national conversations regarding its initiatives and mission.
- Communicate effectively with the public, partners, employees, government officials, jurisdictional authorities, and other constituents.
- Provide public relations and marketing leadership, including design and implementation oversight.
- Cultivate strong relationships with donors, community leaders, legislators, and federal, state, and local entities.
- Lead and conduct voter campaigns to garner support for sales tax renewals.



Executive Leadership

- Develop the organization's mission, vision, and strategy.
- Ensure the organization is fiscally sound and managed in accordance with all federal, state, and local accounting and ethical standards and that expenditures are within the authorized annual budget approved by the board.
- Act as a liaison between management and the board ensuring the members are properly informed and that sufficient information is provided to the board and staff.
- Develop board agendas in coordination with the Board President.
- Assess the principal risks of the organization and ensure that these risks are being monitored and managed.
- Uphold the integrity of all public disclosure and statements of the organization.
- Abide by all specific internally established control systems and authorities, including environmental, safety, and health policies.



Operations Management

- Ensure effective and efficient operations in coordination with leadership staff.
- Serve as a resource to project staff when needed to solve issues, build relationships, or advance goals related to partner relationships.
- Provide executive representation on key built environment project teams.

Talent Development and Oversight

- Cultivate a positive, professional, dynamic organizational culture.
- Manage the Leadership Team and support effective people management throughout the organization.
- Lead by example and encourage all employees to conduct their activities with integrity, rigor, and camaraderie.
- Ensure the organization is properly structured and staffed, with input from the Chief Operating Officer.
- Provide input and guidance on the performance of indirect reports; ensure talent is deployed to maximize their strengths and potential.
- Ensure that the organization maintains high standards of integrity and social responsibility wherever it does business.



Desired Experience and Competencies

The CEO is an experienced, dynamic leader with the understanding and emotional intelligence to lead a sophisticated organization and talented staff at an important time for Great Rivers Greenway and the community.

Professional Experience

-  Ten (10) years of progressively responsible experience related to the duties of this position.
-  Deep understanding of municipal or government processes in procurement, contracting procedures, operations, and finance.
-  Demonstrated experience in community/economic development, natural resource management, construction, and contract and project management.
-  Experience with public and private fundraising and governance, or business development.
-  An understanding of public-private partnerships, especially within the public lands management and support field.
-  Knowledge of the built environment, planning design, and construction methods.

Skills and Abilities

- Strong relationship builder with exceptional interpersonal and communication skills and strength in working with a diverse team.
- Politically savvy and resourceful; able to partner with and coordinate with multiple constituencies simultaneously.
- Self-directed, possesses sound judgment and exceptional decision making skills.
- A firm grasp on budget and timelines with internal and external partners, vendors, and constituents.
- Ability to represent and reflect organizational values internally and externally; comfortable being in a highly visible role and in the public eye.
- Efficient, high-capacity, results-driven self-starter who thrives in a fast-paced work environment.
- Excellent written, verbal, and public speaking skills.
- Strong organizational skills with unparalleled attention to detail and ability to disseminate information clearly and concisely.
- Ability to coordinate a variety of unrelated functions and handle multiple projects concurrently.
- Team-oriented with a commitment to sustaining strong, productive working partnerships with all staff, board members, volunteers, and the community.
- Consistently trustworthy, accountable, and decisive.
- A purpose-driven leader with strong ethics and high integrity.



Education and Training

- A bachelor's degree in a relevant field, including business, nonprofit management, parks and recreation management, urban public planning, and/or public administration, or related fields, is strongly preferred. A master's degree or equivalent in one of the previously stated fields is ideal.

Other Competencies

- PC operation at an expert level including proficiency with Microsoft Office (Word, Excel, PowerPoint).
- Ability to learn software applications as necessary.
- Knowledge of digital marketing and communications at a strategic level.
- Growing understanding of AI and its application to communications and process efficiency.
- No specific licenses or certifications are required for this position but professional development and licensing are encouraged.



Compensation

This is a full-time, exempt, benefit-eligible position. The CEO's anticipated annual salary range is \$240,000-\$275,000, commensurate with knowledge, abilities, and experience.

Great Rivers Greenway's CEO benefits package includes:

- ✓ Generous annual PTO
- ✓ Employee health benefits and employer contribution to HSA account
- ✓ Auto allowance and cell phone reimbursement
- ✓ Life insurance, short- and long-term disability insurance
- ✓ 457(b) retirement account with up to 5% employer match
- ✓ Additional ancillary benefits determined by District policy

Location

The CEO works from Great Rivers Greenway's offices in St. Louis, Missouri. This position is not remote work eligible.

The work environment is primarily normal office conditions; the noise level in the environment is moderate. Occasional exposure to weather conditions when necessary. Possible exposure to loud noises and dangers associated with construction activities, such as moving machinery, fumes or airborne particles, and other related risks.

Physical/Visual Activities or Demands

While performing the duties of this position, the employee is regularly required to sit, talk, and hear. Vision requirements include close vision, the ability to adjust and focus, distance vision (clear vision at 20 feet or more), and the ability to judge distances and spatial relationships.

Equipment, Work Aids, etc.

PC and associated software, commercial printer, telephone, copier, and similar office machines.

Start Date

Late spring 2025



Great Rivers Greenway is an Equal Employment Opportunity (EEO) employer and does not discriminate on the basis of race, color, national origin, religion, gender, age, veteran status, political affiliation, sexual orientation, marital status, or disability (in compliance with the Americans with Disabilities Act) with respect to employment opportunities. Great Rivers Greenway actively seeks to increase the diversity of its workforce.

To Apply

Visit potrerogroup.com/grg and select **“Apply Here.”** Please include a resume and a cover letter describing your qualifications that match the position criteria, and respond to the application questions.

Interested candidates should apply by **January 10, 2025** for priority consideration. Position is open until filled.

Additional Information

More information about Great Rivers Greenway can be found at greatriversgreenway.org.

For additional information regarding this opportunity, please contact:

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Potrero Group is honored to collaborate on this search with Collaborative Strategies, Inc. and Great Rivers Greenway. Supporting a world-class civic organization is in perfect alignment with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world. We are committed to equitable and inclusive practices in all of our work.

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