



## **ANNOUNCING A SENIOR LEADERSHIP POSITION SUPPORTING THE GATEWAY ARCH AND OTHER NATIONALLY SIGNIFICANT SITES**

### **VP for Programs & Partnerships**

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Jefferson National Parks Association, a 501(c)(3) non-profit organization, seeks a Vice President for Programs & Partnerships for a leadership role in the organization's next phase of service to the public. Celebrating 50 years of service, Jefferson National Parks Association (JNPA) provides quality educational products and related services that enrich public understanding and appreciation of America's national parks, public lands, and historic places.

JNPA has an annual budget of \$6 million and a staff of 75. Program areas include the operation of non-profit retail stores in national park visitor centers. In partnership with federal land agencies, we provide critical support for education programs, community engagement, exhibits, maintenance, and site improvements. Earned revenue is supplemented with donated revenue, grants, and membership.

JNPA is headquartered in St. Louis, Missouri. Locations include the Gateway Arch, Old Courthouse, and Ulysses S. Grant National Historic Site, with additional operations in Illinois, Arkansas, South Dakota, and Minnesota. The Vice President for Programs & Partnerships is one of 13 individuals in our office overlooking the Gateway Arch grounds in downtown St. Louis.

### **POSITION OBJECTIVE**

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Reporting to the President, the VP will define the process and implement the programs and products needed to support substantial growth over the next five to 10 years, and will participate significantly in organizational planning. The VP is responsible for strategic direction and performance of the programs and activities that deliver engaging learning experiences while generating earned and donated support for JNPA's strategic goals.

The position provides leadership to existing programs, including our network of national park retail stores, the creation of innovative products for retail and wholesale distribution, and development of public activities in support of our mission. The position leads in the recruitment and retention of individual members; builds financial and in-kind support from individuals, corporate and institutional sponsors; and leads the effort to communicate our impact through public relations, marketing and social media.

As a strategic planner and networker, the VP identifies growth opportunities within existing partnerships and seeks to develop new collaborations with developing partners moving new opportunities from idea to action. The VP must be able to think strategically and work effectively with complex and challenging issues and ideas. The ideal candidate must value and be able to articulate the organization's mission and speak of it with authentic passion. The VP is a spokesperson for JNPA in the community and a key strategist for positioning JNPA effectively as a strong and respected leader in its field.

The VP is a member of the senior leadership team and reports to the President. The VP directly supervises the Retail Operations Manager, Graphic Designer, and Membership & Development Associate.

## **KEY JOB TASKS**

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### **PROGRAM & PRODUCT DEVELOPMENT**

- Build a creative pipeline to generate a continuous stream of innovative new products, publications and services reflective of JNPA's mission and brand.
- Develop programs, products, and services of excellence that meet educational and business objectives; oversee projects from conceptualization to production
- Continually evaluate results, recommend and implement process improvements

### **STRATEGY, PLANNING AND ANALYSIS**

- Develop tools and systems to provide critical operational and financial information and support actionable recommendations on strategy and operations
- Oversee long-term budgetary planning in alignment with the strategic plan as JNPA considers growth opportunities and collaborations with new partners
- Work with the CFO to complete analysis of financial results and develop recommendations

### **EXECUTIVE LEADERSHIP & EXTERNAL RELATIONS**

- Serve as a member of the President's senior leadership team; participate in policy development and major decisions
- Represent the President at meetings of key partner and stakeholder groups including agencies, donors, professional organizations, public officials, etc.
- Continually engage agency partners (National Park Service, USDA Forest Service, Army Corps of Engineers) to identify needs and explore new partnership opportunities with the agency.
- Make presentations at meeting of the board of directors relating to divisional responsibilities.

### **ADMINISTRATIVE ACTIVITIES**

- Hire and train high-performing divisional staff; lead by example, provide training guidance and personal inspiration for excellence.
- Maintain and develop division-wide capabilities using paid staff, volunteers, and contract resources
- Lead in the development, negotiation, and renewal of contracts and agreements with vendors and other outside resources.
- Create and manage divisional and project budgets and forecasts profit centers and cost centers.
- Work with the CFO to provide staff with services, technologies, equipment, and resources as needed

## **DESIRED QUALIFICATIONS**

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- Personal qualities of integrity, loyalty, and a desire to serve the public
- Ability to think strategically, tactically, and systematically to assess and implement ideas
- Demonstrated leadership, team management, interpersonal and communication skills
- Experience in a senior management role, collaborating with executive staff, resulting in the development of creative management strategies
- Experience supervising staff, managing performance, and achieving high quality and productivity
- Skill in developing and maintaining positive professional partnerships

- Ability to oversee multiple projects and meet deadlines
- Ability to convey information in a clear, concise, accurate, respectful and effective ways
- Experience working with an agency such as the National Park Service or similar public historical, cultural, or land management entity
- Experience developing significant projects that translate interpretive or educational themes into profitable, workable solutions such as exhibits, products, publications, or programs.
- Experience in the roll out and implementation of new computer hardware and software for specialized purposes, such as point of sale or donor management.
- Flexible, self-starter with demonstrated resourcefulness in setting priorities, proposing new efficiencies, and guiding investment in people, products, and programs
- Tech-savvy, with proven success in developing and technologically relevant publications, products, and services; knowledge of digital, social media, and emerging technologies
- 10+ years of managerial experience
- Bachelor of Science or above

### **TOTAL COMPENSATION**

As a JNPA employee, you will enjoy a competitive total compensation package including salary, benefits and related employee programs. We follow a fair, market-based wage and salary program and will provide you with an opportunity for annual merit-based increases.

As our new VP, you will begin employment with a salary of at least \$75,000 and receive a broad array of benefits including vacation, short-term disability/sick leave, 10 paid holidays, access to an employee assistance program, health insurance coverage for you and your dependents, free life insurance valued at twice your salary, a flexible spending arrangement (for healthcare, childcare, parking and transit), a high-value healthcare reimbursement arrangement, and discounts in our retail stores. You may participate immediately in our defined-contribution retirement plan and, after one year of service, will receive an exceptional match and additional employer contributions.

### **POSITION AVAILABLE**

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The start date for this position is February 2012.

### **TO APPLY**

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Well-qualified applicants should send a resume and compelling letter of introduction describing your suitability for the position to:

Jefferson National Parks Association  
Office of the President  
One Memorial Drive, Suite 1900  
St. Louis, Missouri 63102