



TREE FUND
Cultivating Innovation

President and Chief Executive Officer (CEO)

Position Description: July 2019

REPORTS TO: Executive and Governance Committee, Board of Trustees

POSITION TYPE: Full Time, Exempt Employee; typically 40 hours per week

ORGANIZATION SUMMARY: Tree Research and Education Endowment Fund (“TREE Fund”) is a 501(c)3 nonprofit organization established in 2002 for the benefit of urban and community forests, and the professionals who care for them, on a global basis. TREE Fund was founded by and is closely aligned with the International Society for Arboriculture (ISA) and the Tree Care Industry Association (TCIA). It is governed by a 15-member national Board of Trustees. TREE Fund’s mission objectives are met primarily through its fundraising for and administration of competitive grant programs for research, education, and scholarships to advance the fields of arboriculture and urban forestry. TREE Fund employs five staff professionals based in Naperville, Illinois, and supported by independent contractors and volunteers. TREE Fund’s principal community engagement and fundraising event is an annual 400+ mile, five-day cycling tour called the Tour des Trees, which is staged in a different market around the country each year. See treefund.org for more information.

ABOUT THIS POSITION: The Board of Trustees is charged in TREE Fund’s foundational Declaration of Trust with hiring and supervising a President and Chief Executive Officer (“President/CEO”). The Trustees are collectively charged with governance of the organization, while the President/CEO is charged with management, per the following table:

Role of the Board of Trustees: Governance	Role of the President/CEO: Management
<ul style="list-style-type: none"> • Select, evaluate, and support the President/CEO 	<ul style="list-style-type: none"> • Run the organization in line with board direction and all legal and contractual obligations • Keep the board educated and informed
<ul style="list-style-type: none"> • Formulate a clearly stated strategic plan that defines a vision consistent with TREE Fund mission and that is regularly updated • Communicate this vision to the President/CEO • Evaluate and oversee how allocated resources are being used 	<ul style="list-style-type: none"> • Allocate financial, staff, facilities, and any other needed resources to achieve this vision • Ensure that the board receives regular feedback on how these resources are being used • Seek the board’s counsel

<ul style="list-style-type: none"> • Oversee management and organizational performance 	<ul style="list-style-type: none"> • Bring the board timely information and requests • Communicate with candor and transparency • Be responsive to requests for additional information
<ul style="list-style-type: none"> • Approve or amend high-level organizational goals and policies 	<ul style="list-style-type: none"> • Recommend goals and policies, supported by background information
<ul style="list-style-type: none"> • Make major strategic decisions – defined as those that might deviate from the strategic plan or that involve major new resource allocations 	<ul style="list-style-type: none"> • Frame tactical decisions in the context of the mission and strategic vision, and bring the board well-documented recommendations and planning
<ul style="list-style-type: none"> • Establish appropriate committees with clearly provided guidelines and expectations 	<ul style="list-style-type: none"> • Arrange committee meetings and their reports • Communicate these reports to the board
<ul style="list-style-type: none"> • Act as external advocates and diplomats in public policy, fundraising, and stakeholder/community relations 	<ul style="list-style-type: none"> • Keep the board informed, bring recommendations, and mobilize trustees to leverage their external connections to support the organization

MAJOR DUTIES AND RESPONSIBILITIES: The President/CEO is the principal executive of the corporation, and is responsible for guiding TREE Fund in fulfilling its mission per goals and objectives established by the Board of Trustees. The President/CEO is supervised by the Board of Trustees' Executive and Governance Committee, with the Chairman of the Board serving as the primary liaison between the President/CEO and the Board at large. The specific duties of the President/CEO include:

- **Management and Administration:**
 - Overseeing all organizational programs, services and activities.
 - Developing and implementing procedures to carry out the policies of the Board.
 - Ensuring that TREE Fund complies with all federal, state, and local laws and regulations.
- **Board Relations:**
 - Serving as the Board's executive secretary, or designating other employees to do so.
 - Assisting the Board Chairman in planning the agenda and materials for Board meetings.
 - Ensuring that reports are prepared and distributed to the Board and its committees.
 - Providing appropriate staffing to support Board committees.
 - Assisting the Governance Committee in recruiting new volunteers.
- **Public Relations:**
 - Serving as TREE Fund's primary public spokesperson.
 - Assisting the Board in the development of organizational messages.
 - Overseeing the preparation and distribution of the TREE Fund's various publications.

- **Fiscal Management:**
 - Preparing annual budgets that are consistent with Board-approved goals and objectives.
 - Managing and administering the approved budget.
 - Serving as TREE Fund’s prime contracting officer, to include administering competitive bid processes for services where appropriate.
 - Submitting timely financial statements to the Board and the Finance Committee.
 - Facilitating the annual financial audit on behalf of the Audit Committee.

- **Personnel Management:**
 - Hiring, training, and supervising the work of all TREE Fund employees and volunteers.
 - Conducting periodic performance evaluations for all employees.
 - Conducting any staff disciplinary and/or termination actions.
 - Determining employee compensation and benefits within a Board-approved annual salary pool presented as part of the annual operating budget.

- **Grants and Scholarships:**
 - Facilitating the management of both the grant and scholarship processes, from initial requests for proposals through to final reports and payments.
 - Coordinating with the Board of Trustees to determine which grants and scholarships will be awarded from year to year.
 - Developing new grant lines upon receipt of endowed funding to underwrite them.

- **Development:**
 - Directing all fundraising activities, to include annual operations and endowment building.
 - Developing and actively pursuing new and existing funding sources.
 - Developing, administering, and actively promoting a planned giving program.

REQUIRED QUALIFICATIONS:

- A full embrace of TREE Fund’s mission and a willingness to serve as a public champion for it;
- A minimum of ten years’ experience in relevant nonprofit work, with special preference given for experience with grant-making organizations and/or green industry organizations;
- A master’s degree in business, nonprofit management, organizational development, public affairs and policy, or other related fields that provide demonstrated grounding in public funding principles, philanthropy, and the effective management of nonprofit organizations;
- Demonstrated understanding of philanthropic theory and practice in managing nonprofit operations with first focus on the charitable mission, not on retail sales-driven metrics, along with demonstrated experience in managing the full fund development cycle from prospect identification, cultivation, solicitation, and stewardship;
- Strong interpersonal, public speaking and writing skills, including a willingness and ability to travel, build external relationships, initiate and schedule donor visits, make fundraising calls, and personally ask for gifts in a timely fashion;

- Strong leadership and management skills, a strong commitment to encouraging professional diversity in the workplace, and a proven ability to deftly manage the challenges and opportunities associated with working for a geographically decentralized nonprofit Board.

ADDITIONAL HELPFUL QUALIFICATIONS:

- A doctorate in a relevant field;
- Experience in managing scientifically rigorous research programs;
- Urban forestry or arboricultural experience.

OFFICE, COMPENSATION AND WORK EXPECTATIONS:

- TREE Fund celebrates personal and professional diversity, and considers applicants for all positions without regard to gender, race, color, religion, age, national origin, ancestry, disability, marital status, sexual orientation, or any other legally protected status.
- Compensation will be benchmarked using the 2018 *Guidestar Nonprofit Compensation Report* to establish a fair and equitable salary, based on applicant experience, with regard to both local market norms for comparatively sized 501(c)3 organizations and other team members' compensation; TREE Fund offers subsidized employee healthcare benefits and a 403(b) matching program, among other benefits;
- TREE Fund's offices are small and collegial, and require an ability to work constructively, respectfully, and collaboratively in close proximity with other team members, while engaging in normal office activities such as sitting, standing, speaking on the phone and in meetings, listening, and occasional lifting or moving of objects up to 25 pounds; reasonable accommodations may be made for those requiring them in any of these areas;
- The annual Tour des Trees is a physically strenuous cycling event that serves as a key component of TREE Fund's community engagement and fundraising activities. While the President/CEO can satisfy his/her job requirements without actively participating in the Tour, it would be viewed very positively by the riders and donors who support the Tour if the leader of the organization is on the road each year, either in a rider or a support capacity, for most or all of this week-long event.
- The President/CEO will likely spend ~60% of his/her time in the main office, ~25% of his/her time in distant travel status involving overnight stays and air travel, and 15% of his/her time on local/regional travel/meeting status, with no overnight stays or flights. Travel will typically be scheduled far enough in advance to not adversely or abruptly impede family or personal time, though emergent travel may on occasion be required. TREE Fund does not provide a personal vehicle for the President/CEO.