



Georgetown Heritage

Executive Director
Position Specification
2018





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Position Specifications

Role Specifics	
Position	Executive Director
Company	Georgetown Heritage - http://www.georgetownheritage.org/
Location	Washington, D.C.
Reporting Relationship	Board of Directors

Georgetown Heritage

Georgetown Heritage is working in partnership with The National Park Service to revitalize, activate, and interpret the National Park Service assets in Georgetown. Our initial focus is on transforming the first mile of C&O Canal National Historical Park into a world class park that is inviting, inclusive, and an inspiring destination with state of the art interpretation, education, and recreation programs. The board of directors seeks an executive director to lead the implementation of a plan to restore, revitalize and reimagine the C&O Canal through fundraising, partnerships, and strategic organizational growth.

The organization was founded by the Georgetown community: the Georgetown Business Improvement District (BID) and local residents. It is governed by an impressive and committed 15-member Board of Directors, including business leaders, residents, and community leaders. In addition to financial support from the Board and local residents, Canal revitalization is funded by the DC government, the Georgetown Business Improvement District (BID), and the National Park Service.

For more details on Georgetown Heritage, please refer to recent [press](#) and projects in progress: [Canal Plan](#), [Canal Boat](#), and [Canal Repairs](#).

Executive Director

The successful candidate will have demonstrated strong entrepreneurial and leadership skills, be well versed in fundraising and relationship building and knows how to oversee long-term projects from inception to conclusion. Working with the board and staff, the Executive Director will launch a successful major fundraising campaign for both capital and operating dollars. As the key spokesperson for Georgetown Heritage they will expand the organization's reach within DC, nationally and internationally.

Key Responsibilities

The Executive Director will lead the following initiatives over the first 30 months:

- Work with the Board and key stakeholders to develop and adopt a long-term strategic plan for the organization.
- Launch a successful major fundraising campaign for both capital and operating dollars from public and private sources.



- Lead coalition effort (with the National Park Service, the Georgetown Business Improvement District, and D.C. Government) to finalize and implement a consensus master plan for the Georgetown section of the C&O Canal.
- Deliver innovative education and interpretive programming to be rolled out in the summer of 2020.
- Manage and engage the well-connected and deeply-committed [Board of Directors](#).
- Advance and strengthen long-term partnerships with District of Columbia government and National Park Service.
- Manage existing small staff and hire additional staff as necessary
- Manage all administrative functions to include HR, budgeting, contracts, and all communications.

Qualifications

The successful candidate is a proven dynamic leader who possesses a minimum of 10 years of experience in organizational leadership and entrepreneurial success, and has management experience in a start-up environment, to include leading and growing a staff, overseeing projects from inception to conclusion, and the ability to function as a self-starter.

The Executive Director consistently creates a positive, productive, and collaborative work environment, promotes inclusive practices, creates a sense of shared responsibility, and leads an efficient and effective operation according to mission requirements, best practices, and ethical guidelines. The Executive Director demonstrates a firm grasp of Georgetown Heritage's mission, and is open to changing conditions or unexpected obstacles, with the ability to manage pressure while remaining optimistic, diplomatic and persistent, even under adversity.

Qualifications include the following:

- Demonstrated success at donor cultivation and foundation fundraising, including the ability to develop a fundraising strategy, lead a capital campaign, and oversee grant writing. Proven experience closing gifts of \$100,000 or more.
- Successful experience in working with both the private and public sectors to realize high-impact projects. Experience working with the National Park Service or other related government agencies is a plus.
- Passion for education, history and place-making.
- Excellent writing and verbal communication skills, as well as effective listening skills.
- Public Relations, Marketing, and Branding experience.
- Demonstrated experience in public speaking and operating in the public eye.
- Collaborative work style and demonstrated success in managing teams.
- Formulates clear objectives and priorities, possesses sophistication and skills at prioritizing a diverse set of tasks, and consistently demonstrates ability to implement plans.
- Other helpful experience includes: urban planning, real estate, education, historic preservation, community engagement, and familiarity with D.C. and/or federal elected officials and agencies.

Education

Bachelor's Degree from an accredited institution is required; an advanced degree is preferred.



Compensation

A competitive compensation package will be offered to the finalist candidate.

Application Process

Interested and qualified candidates are welcome to submit a resume and cover letter to:

<https://kfopportunities.loop.jobs/go/ext/QK228/243>

Georgetown Heritage provides equal employment opportunities without regard to race, color, religion, sex, national origin, age, non-job-related disability, veteran status, genetic information or other protected group status. Georgetown Heritage is committed to ensuring that all employees, and applicants for employment, are afforded an equal opportunity to pursue job opportunities, to the fullest extent possible, with the organization. Decisions on employment, promotions, professional development, compensation and benefits reflect our commitment to furthering the principles of the organization's equal employment opportunity policy.



About The C&O Canal National Historical Park

Like today's internet entrepreneurs, America's Founding Fathers had grand visions for creating prosperity through commerce. George Washington, then president of the Potomac Company, envisioned a thriving port in Georgetown, making the city of Washington the center of trade, commerce and industry. He envisioned a waterway from DC to the Ohio River that would enable trade between the capital and the western part of our burgeoning nation.



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The canal was started in 1785 by the Potomac Company for river and canal navigation along the Potomac Valley.

The last commercial boats navigated the Canal in 1924, when a flood caused irreparable damage. It was not until 1971, after continual community advocacy that the Canal was established as a National Historical Park, securing it as a permanent part of Georgetown's history and charm.



Today, the 184.5-mile-long C&O canal is the ninth most-visited National Park, and an impressive 20 percent of all C&O Canal visits occur in the one mile section through Georgetown.

Efforts are underway to restore and revitalize this park for the benefit of the entire community.





Korn Ferry Contacts

Jodi Weiss

Practice Leader, Higher Education & Nonprofit Practice

jodi.weiss@kornferry.com

Direct: 202-955-5943

Jean Muurahainen

Managing Consultant, Higher Education & Nonprofit Practice

jean.muurahainen@kornferry.com

Direct: 407-286-5323

Stephanie House

Recruiter, Higher Education & Nonprofit Practice

stephanie.house@kornferry.com

Direct: 202-414-2037

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