



## **AUTHORITY**

By the authority delegated by the Board of Directors, the Executive Director has the authority to execute and effect the by-laws, policies, and directives of the Board of Directors of the Cradle of Forestry Interpretive Association [CFAIA].\*

## **JOB DESCRIPTION**

The Executive Director of the CFAIA has the overall responsibility to ensure that program objectives are clearly stated and that all employees and program activities are focused on achievement of stated goals. The ED implements the policy directives emanating from the Board of Directors and assumes the overall leadership role in guiding all administrative functions.

The CFAIA's mission is to promote educational, recreational, and interpretive opportunities about forest and water resources, natural history, and the Cradle of Forestry in America.

A primary focus of the CFAIA is the support of the Cradle of Forestry Historic Site in the Pisgah National Forest with some operational and interpretive functions, events, special projects and capital funding.

The CFAIA currently operates twenty-four Forest Service campgrounds and sixteen retail outlets in several states along with interpretive services.

### **PLEASE MAIL RESUMES TO:**

CFAIA  
c/o Search Committee  
66 South Broad Street  
Brevard, NC 28712

**OR EMAIL TO:** [crystal@cfaia.org](mailto:crystal@cfaia.org)

\* Notes: Cradle of Forestry National Historic Site 1968, CFAIA articles of incorporation 1972 supporting Forest Service, First retail sales 1978, First Pisgah Forest campground mgt. permit 1988, Brevard Forest Place 1993, Cascade Lake contract 2002, Anna Ruby Falls Contract 2009  
66 South Broad Street • Brevard, North Carolina 28712 • (828) 884-5713 • Fax: (828) 884-4671  
[www.cfaia.org](http://www.cfaia.org)



## SPECIFICATIONS

### **Coalition Building:**

- Help build and work with the Board of Directors of the CFAIA.
- Maintain a collaborative and cooperative relationship with the USDA Forest Service.
- Collaborate with local and regional partners to increase local, regional and national awareness of the Cradle of Forestry Historic Site and to promote the mission of the CFAIA.
- Foster synergistic connections with academic institutions and professional societies and organizations related to Forestry and Conservation
- Serve as an advocate for the Cradle of Forestry Interpretive Association, with Congressional offices, forest product associations and companies, environmental organizations and other as appropriate.
- Build and maintain relationships with local and regional tourism entities.
- Participate on boards of local conservation entities.

### **Oversee Business Operations:**

- Financial operation.
- Education and interpretation programs.
- Operation of campgrounds, recreation areas, including new prospects.
- Retail sales, including new prospects.
- Marketing and outreach.

### **Fundraising:**

- Lead membership development, direct fund solicitation and develop new funding sources.
- Monitor requests for proposals from relevant funding organizations, both public and private, for funding appropriate conservation, outdoor recreation and environmental education projects.
- Grant writing and administration as necessary.
- Solicit charitable contributions to support the CFAIA mission.
- Promote the CFAIA through marketing and advertising.

### **Related Knowledge and Skills:**

- Minimum of sixteen years of degreed education
- Track record in fundraising, non-profit foundations, development
- Knowledge of educational concepts, campground management, retail sales, environmental education and conservation helpful.
- Strong interpersonal and communication skills.