

Executive Director and Editor-in-Chief LandScope America

Background

LandScope America is a first-of-its-kind initiative to increase the pace and effectiveness of land protection by creating the definitive guide to America's natural places. A partnership of NatureServe and National Geographic, LandScope America will spark and strengthen conservation efforts by:

- focusing land protection investments on strategic priorities;
- increasing involvement through interactive online communities;
- decreasing the costs of conservation research and planning; and
- facilitating coordinated action.

At the heart of LandScope America is its state-of-the-art website (www.landscape.org) which offers users the ability to easily learn and act on compelling information about the conservation needs of the nation's natural treasures, as well as special places in their local neighborhoods. Bringing conservation into focus, LandScope America provides:

- An interactive experience that informs and inspires conservation action through multimedia explorations of America's natural places.
- A user-friendly site that integrates data-rich maps portraying conservation priorities across all scales from localities and states to regions and the nation.
- A wide-ranging set of useful tools to plan and prioritize conservation efforts.

In addition to the NatureServe/National Geographic Society partnership, LandScope America is bringing together state agencies, land trusts and conservation groups which have developed high-quality data and rich content about important natural places. These partners include state natural heritage programs, the Land Trust Alliance, The Nature Conservancy, and a distinguished advisory council providing exceptional expertise from the conservation community.

The Position

Title: Executive Director and Editor-in-Chief
Reports to: Chief Executive Officer, NatureServe
Location: Arlington, Virginia

Primary Responsibilities

- The Executive Director and Editor-in-Chief will embrace LandScope America's vision and develop a strategy to lead the organization in the achievement of its mission and goals, to promote and enable land and water conservation action by becoming the definitive online conservation guide to America's natural places.
- He/she will oversee LandScope America's national launch and the related launch events in the five pilot states. Following the website launch, the Executive Director and Editor-in-Chief will

lead and execute a progressive three-year plan to continue extending the depth of LandScope America content throughout the nation.

- The Executive Director and Editor-in-Chief will lead LandScope America's expansion by publishing deeper content state-by-state, creating even more advanced site features and functionality, and developing additional products, all in an effort to inspire progressive and expanded conservation action.
- He/she will be responsible for reaching annual goals that to bring more partners online, to attract and build website usage, to incorporate functional and technical enhancements as advanced products become available, and to continue to leverage the power of multi-media.
- The Executive Director and Editor-in-Chief will oversee fundraising efforts for LandScope America, including implementing a fundraising program which meets the goals established for the organization. He/she will create partnerships with businesses and other institutions that contribute to LandScope America's resources.
- He/she will build and sustain partnerships, outreach, and communities needed to make the website the industry-standard "go to" source to inform, to create understanding, and to encourage action on place-based conservation in the United States.
- The Executive Director and Editor-in-Chief will seek collaborative relationships with the environmental, business and conservation communities, critical to advancing LandScope America's mission.
- He/she will effectively manage LandScope America's people, operations, and business.
- The Executive Director and Editor-in-Chief will report to NatureServe's CEO, and in consultation with the LandScope America Advisory Council, he/she will establish operational objectives which support LandScope America's strategic plan.
- He/she will represent LandScope America in public settings, and will establish and maintain relationships with the many professional and conservation constituencies that support LandScope America.

The Person

- Will have strong inspirational skills with a long-term vision for the initiatives of LandScope America.
- Will have a high level of internet literacy and a deep understanding of the power of the Web and how to maximize viewers.
- will attract the involvement of supporting constituencies such as state wildlife and conservation agencies, governor's offices and state legislators, county governments, and other local government entities (especially those with active land conservation programs), in the efforts of LandScope America.
- Will be creative, entrepreneurial, campaign-oriented and dynamic, with excellent communication skills.
- Is a proven leader and team player with the experience and personality to gain the respect of internal and external constituencies. The Executive Director and Editor-in-Chief should be decisive and be able to exude a genuine sense of urgency without compromising a healthy organizational culture.

- Will be highly effective in cultivating potential supporters – major donors, foundations, public officials, conservation/environmental organizations, federal and state agencies and the media – by being an ambassador for LandScope America’s cause and maintaining his/her credibility as a leader.
- Will exhibit a strong and consistent personal commitment to the organization’s vision for a world where people recognize and value the importance of biodiversity.
- Will be a successful team builder. The Executive Director and Editor-in-Chief will be a good listener and will have the ability to communicate and gain support for the organization’s overall goals.
- Must maintain the highest level of personal and professional integrity. The ideal candidate exhibits a stable personality and balanced demeanor even at times of high stress, is able to give and take constructive criticism and demands exceptional performance from both himself/herself and colleagues.

Education

The successful candidate will have a college degree.

Compensation

LandScope America will offer an attractive compensation and benefits package.

Contacts

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