



Organization: Waterloo Greenway Conservancy | www.waterloogreenway.org

Job Title: Chief Executive Officer

Location: Austin, TX

Reports to: Board of Directors

Compensation: Nationally competitive salary and benefits package

About Waterloo Greenway Conservancy

Waterloo Greenway Conservancy is the private non-profit organization leading the creation and eventual operation of the Waterloo Greenway, a 1.5-mile park system in downtown Austin, TX. Once complete, the 35 acres of connected green space – meandering from 15th Street along downtown Austin’s eastern edge to Lady Bird Lake – will be home to a wild array of natural and cultural destinations. Amid epic gardens, rolling pathways, world-class art installations, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge and nourish authentic and uplifting experiences that reflect Austin’s diversity.

A significant public-private partnership between the City of Austin and the Waterloo Greenway Conservancy, the park is being planned, designed, and built in a series of geographic milestones. Meeting each milestone by the 2026 completion goal is ambitious and requires support from the entire community. Symphony Square is currently open, park programming is in full swing, and Waterloo Park and Moody Amphitheater are on track to open in August of 2021.

Waterloo Greenway acknowledges its role in and responsibility for building equity. As a community-based organization, it is committed to intentional policies and practices that further justice and fairness and ensure all communities have meaningful access to all it does within the park, including workforce opportunities, programmatic engagement, and community and corporate partnerships. Founded on the bedrock of great design, the Greenway connects people with nature and one another, and is an enduring, beloved, and vital green artery that serves as a model for sustainable urban life.

Role Overview

Waterloo Greenway Conservancy’s Chief Executive Officer (CEO) leads the strategic vision, direction, and activities of the organization, ensuring the Greenway is a welcoming and accessible resource for all of Austin’s communities.

With the first sections of the park poised to open in mid-August, and the remaining sections in various stages of development, the CEO is responsible for leading a dedicated and hardworking team to ensure the open sections of park are funded, maintained, operated, and programmed at a level commensurate with their world-class design and to partner with the City of Austin to complete the remaining sections of the park on schedule and within budget.

As the Conservancy's focus expands to include maintenance and operation of the new park, the CEO will be responsible for managing a corresponding increase in staff across park operations, community engagement, public programs, design and construction, communications, administration, and fundraising, roughly doubling from its current size of 25 employees over the next few years.

Finally, the CEO serves as the park's and the Conservancy's primary ambassador to the communities of Austin, elected and appointed officials, funders, and a wide range of engaged and passionate stakeholder groups and partners.

Specific Responsibilities Include

- Leading the Conservancy's staff and operations, ensuring equity and community engagement are prioritized and embedded in all aspects of the organization's and the park's activities
- Creating and implementing the organization's long-range vision, in partnership with the board and community stakeholders, and developing the plans, processes, staff structure, budgets, and timelines to realize that vision
- Establishing and maintaining positive and fruitful relationships with local residents, businesses, government officials, and community partners
- Managing the significant growth of the organization's staff, with the goal of building a diverse, cohesive, effective, and sustainable organization focused on the park's maintenance, operations, programming, and funding, as well as the design and construction of the park's remaining sections
- Creating a framework for public programs that are relevant and accessible to a wide range of audiences and participants
- Serving as the primary fundraiser for the organization, partnering with the board and development staff to ensure operating and capital funding is sufficient to support the organization's short- and long-term financial sustainability
- Developing strategies that maximize the potential of the park's revenue-generating facilities while balancing the needs for community access and programs
- Working closely with the board and staff to develop and manage the organization's operating and capital budgets

- Serving as a primary ambassador and spokesperson for the Greenway, representing the park locally, nationally, and internationally with the goal of establishing the Greenway as a locally and regionally important cultural and community resource
- Partnering with board leadership to manage the evolution of the board toward an enhanced focus on fundraising and governance, and ensuring the board is appropriately sized, structured, engaged, leveraged, and recognized for its contributions
- Creating a culture of trust, transparency, and communication across staff, board, and the community

Requirements

- 7 - 10 years of C-suite experience; experience operating a public greenspace or facility with a high number of annual visitors and a large and diverse group of community stakeholders a plus
- Track record of building, developing, and leading a large and diverse staff, and building an inclusive, community-oriented organization
- Strong interpersonal and leadership skills — decisive, confident, and humane — with a high degree of emotional intelligence to help channel creative energies, support new initiatives, respond to local concerns, and interact with an influential and committed board
- Ability to cultivate effective relationships with a wide variety of stakeholders (community members, government officials, donors, corporate sponsors, media, etc.)
- Demonstrated success in raising funds from sponsors, foundations, and individuals
- Innovative and entrepreneurial spirit and an impeccable reputation for integrity
- Appreciation and enthusiasm for the unique character of Austin, TX
- Commitment to equity and social justice, and a nuanced understanding of the ways in which the park and the organization’s work intersect with race, class, and equity

To Apply

Waterloo Greenway Conservancy has engaged the services of Julep Consulting for the management of this search. To apply, please submit a cover letter and resume (in PDF format only) to Rick Little: rick@julepconsulting.com with “Waterloo CEO” in the subject line.

Waterloo Greenway strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.