

Position Profile

On behalf of our client, Northeastern Minnesotans for Wilderness,

*CohenTaylor Executive Search Services
is conducting a retained executive search for its*

Executive Director & National Campaign Manager



Northeastern Minnesotans for Wilderness at a Glance

- With a budget of \$2.5M and 13 full-time staff, Northeastern Minnesotans for Wilderness (NMW) is leading the Campaign to Save the Boundary Waters
- Founded in 2013, the Campaign currently has over 350 coalition partners and over 185,000 supporters nationwide
- In addition to the Campaign, NMW has established the following partner organizations to facilitate targeted advocacy and lobbying efforts:
 - Sportsmen for the Boundary Waters
 - Kids for the Boundary Waters
 - The Boundary Waters Action Fund

More information about the Campaign can be found online at: <https://savetheboundarywaters.org> or on the following social media channels: [Facebook](#), [Twitter](#), [YouTube](#), and [Instagram](#).



The Mission

To protect the clean water, clean air, and forest landscape of the Boundary Waters Canoe Area Wilderness and its watershed from toxic pollution caused by mining copper, nickel, and other metals from sulfide-bearing ore.

The Organization

Northeastern Minnesotans for Wilderness (NMW) is leading the Campaign to Save the Boundary Waters. The Campaign is a national coalition led by NMW working to fulfill the promise of wilderness protection for the Boundary Waters Canoe Area Wilderness (Boundary Waters) by stopping the threat of sulfide-ore mining in its watershed. The Campaign coalition, founded in 2013 by local residents in and around Ely, Minnesota, now includes 350 organizations that reach more than 18 million people. The Boundary Waters is America's most popular wilderness area, and the fight is already one of the highest-profile public lands issues in the country. NMW is seeking a leader who can expand its effort nationally to achieve two primary goals: Establishing the Boundary Waters as a top-tier American treasure, and, passing legislation to permanently protect the Boundary Waters watershed.

In addition to the Campaign to Save the Boundary Waters, Northeastern Minnesotans for Wilderness has established the following partner organizations to facilitate targeted advocacy and lobbying efforts:

Sportsmen for the Boundary Waters – A coalition of hunters, anglers, businesses, and organizations dedicated to defending the Boundary Waters from sulfide-ore copper mining

Kids for the Boundary Waters – A youth created and led organization to raise a generation of young Wilderness Warriors who are educated about and involved in the fight against sulfide-ore copper mines

The Boundary Waters Action Fund – A 501(c)4 organization dedicated to protecting the Boundary Waters Wilderness that engages in a wide range of social advocacy, including electoral politics



What's at Stake?

The Boundary Waters is America's most visited wilderness area. It contains 1.1 million acres of pristine water and unspoiled woodlands. The Wilderness is a part of the Superior National Forest, which contains 20 percent of all the fresh water in the entire National Forest System.

Sulfide-ore copper mining within the Boundary Waters Wilderness watershed is an imminent threat. Recent actions by the Trump administration have led to the granting of federal mineral leases to mining companies on the edge of the Wilderness. These leases have been challenged in court.

Pollution from these mines will flow directly into the heart of the Boundary Waters. Even conservative models of pollution show that waterways would carry contaminants into the Wilderness. A single mine in this watershed will continually pollute the wilderness for at least 500 years.

This is more than just one mine. It is the first step toward an industrial corridor of mines, mills, roads, rail lines and toxic tailing piles at the edge of the Boundary Waters.

The proposed sulfide-ore mines would negatively affect:

A Thriving Economy - The Boundary Waters is the economic lifeblood of northeastern Minnesota's lucrative tourism industry. Tourism generates \$913 million in revenue per year in economic benefits and creates 17,000 jobs that support local families and businesses.

Critical Habitat - The pristine waters and unspoiled forests of the Boundary Waters provide critical habitat for wildlife, including several endangered and threatened species such as the Canada lynx and moose.

Incredible Experiences - The Boundary Waters is where generations of children developed a lifelong love of nature that brought them back as adults. Action is needed to ensure future generations can enjoy the pristine waters, world-renowned angling and incomparable scenery that so many have come to know and cherish.

The Boundary Waters Wilderness at a Glance

- More than 250,000 people visit the Boundary Waters each year, making it the most popular Wilderness in America
- As the largest Wilderness area east of the Rockies and north of the Everglades, the Boundary Waters comprises 1.1 million acres of wilderness and includes 237.5 miles of overnight hiking trails, 1,200 miles of canoe and kayak routes and 2,000 designated campsites
- Studies of mine performance show that all sulfide-ore copper mines, including newer mines in the U.S., experienced releases of mining-generated contamination, and that nearly all (90%) mines located near surface and groundwater contaminated those waters in violation of water quality limits
- Waters that would receive acid mine drainage are currently of extremely high quality, therefore, pollution caused by mining would

The Opportunity

Northeastern Minnesotans for Wilderness is currently seeking a dynamic and visionary leader to play the role of Executive Director & National Campaign Manager. Since its founding in 2013, the Campaign has emerged as one of the premiere grassroots environmental advocacy initiatives in the country – achieving rapid growth and unprecedented success in fundraising, list-building, coalition strength, policy wins, media attention, and more. With a mature network of established relationships across members of Congress, Administration officials, and State Government, this is a unique and exciting opportunity for the new Executive Director to build on the significant existing successes and lead the Campaign into the next frontier of public lands conservation. NMW is seeking a leader who can bring the organization to the next level.

While the attention of NMW is currently focused on the immediate sulfide-ore copper mining threat to the Boundary Waters, the Executive Director role involves a long-term vision to lead efforts that will eventually reach beyond the Boundary Waters. As progress is made in this critical Campaign, the NMW Board of Directors envisions working with the Executive Director in the coming years to consider how to most effectively leverage the extraordinary support and reach of the organization to position NMW to be a public lands conservation advocate far into the future.

The Role

The Executive Director's overarching responsibility will be to build the Save the Boundary Waters Campaign into a national movement to protect the clean water, clean air, and forested landscape of the Boundary Waters and its watershed, protecting the BWCA from toxic pollution and destruction caused by mining copper, nickel, and other metals.

This position will work collaboratively with the Board of Directors and the Volunteer National Campaign Chair and will have overall responsibility for vision, leadership and management of NMW. The Executive Director will ensure NMW's fiscal activities, operations, fundraising, marketing, human resources, technology, and campaign programming are effectively implemented across the organization and campaign.

Reporting Relationships

The Executive Director reports to the NMW Board of Directors. While the Campaign anticipates continued staff growth, the Executive Director currently leads a team of 13 full-time employees and numerous part-time staff and consultants, including the following leadership roles:

- Deputy Campaign Manager
- State Director
- Public Affairs Director
- Director of Communications
- Policy Director
- Director of Finance and Administration



Duties and Responsibilities

Campaign Operations

- In collaboration with the Volunteer National Campaign Chair and NMW Board, lead the ongoing development, implementation, and management of the Campaign's strategic objectives
- Provide effective leadership and empowerment to all key team members (staff, national and local coalition partners, key political consultants and advisors, legal advisors, and others)
- Manage all facets of the Campaign, including federal and state policy advocacy, communications, organizing and outreach, litigation, political activities, and other key focus areas to ensure that they are well-coordinated and effective; Ensure appropriate focus and resource allocation toward proactive (offensive) and defensive tactics related to the strategic objectives and plan
- Identify, establish, and maintain strategic relationships with individuals, businesses, and groups whose influence, support, technical assistance, or other resources are or could be valuable to the Campaign in achieving its objectives
- Interpret trends in environmental politics, especially relating to federal and state public lands protection, by maintaining relationships with local, regional, and national conservation organizations.

Management and Administration

- In collaboration with the NMW Board, staff, and other internal and external resources available to ensure effective use of leadership time and energy, the Executive Director is responsible for managing all human resources, legal services, fundraising, fiscal management, and administrative matters of NMW and the Campaign
- Inspire and foster an ethos of high-quality management – including communications, coaching, support, and evaluation – for staff and key volunteers, working with senior staff and the NMW Board to build and maintain an organizational structure that works for all of its parts

Communications, Organizing & Public Engagement

- Lead efforts to expand the Campaign's communications reach with key audiences and grow the supporter base nationally – leveraging earned, owned, and paid media channels as well as digital and social media engagement – to position the Boundary Waters as a top-tier American treasure
- Act as a top public spokesperson for the Campaign (and for the Boundary Waters itself) by appearing at national, regional and local events; participating in print and broadcast interviews; leading organizational meetings; and more



The Ideal Candidate

The Ideal Executive Director and National Campaign Manager will bring the external facing skills necessary to lead an established, prestigious public lands campaign into the national spotlight. They will also bring strong internal leadership and executive level nonprofit administration skills. While no one candidate will have all the criteria enumerated below, the ideal Executive Director and National Campaign Manager will possess many of the following professional and personal abilities, attributes, and experience.

Experience & Skills Desired

- A Bachelor's Degree and a minimum of five years of experience as a leader in the public lands conservation or environmental field, nonprofit sector, mission-driven business, political administration, or related service
- Previous experience in a leadership role with a regional or national campaign
- Nonprofit executive management experience to include: supervisory level personnel management and leadership, fiscal management, fund raising, staff and volunteer development, effective communications and marketing, risk management and community, corporate, non-profit, and governmental collaboration
- A passion for protecting the Boundary Waters Canoe Area Wilderness, as well as a strong passion for conservation of public lands and waters and a desire to play a major role in this broader fight

Personal Attributes

NMW seeks an Executive Director and National Campaign Manager who will:

- Excel in oral and written communication, including strong interpersonal relationship building, charismatic public speaking, and varied written communication skills
- Foster cooperation and team empowerment and inspire resilience and persistency
- Demonstrate agility, flexibility and the ability to thrive in a dynamic landscape of changing priorities and challenges
- Value diversity
- Conduct oneself with confidence and integrity
- Have the ability to travel locally and nationally as necessary, including, if based outside of Minneapolis/St. Paul, the ability to spend significant, meaningful time in Minnesota

For more information or to send your credentials, please email info@cohentaylor.com

All inquiries will remain confidential.

