

Executive Director – Job Description

2026

Overview

Scenic Jacksonville is a non-partisan, nonprofit organization whose mission is to preserve, protect and enhance the character and scenic beauty of Jacksonville's natural and built environment. For this executive position, Scenic Jacksonville seeks a dynamic, mission driven professional with experience in strategic management, advocacy and community outreach, program/event management, marketing communications, and fundraising. Scenic Jacksonville is looking to take a more visible and active role in the design of our natural and built environment. This person will have the opportunity to grow the organization and their team.

RESPONSIBILITIES

Executive Leadership & Organizational Management

- Develop program, organizational and financial plans aligned with short- and long-term strategic objectives established by the Board.
- Serve as a primary ambassador and spokesperson for the organization, building relationships with key stakeholders including peer nonprofit leaders, city officials, donors and community partners.
- Working with the Board, assure that the organization has and uses a long-range strategy or roadmap that achieves its mission and goals.

Advocacy and Community Outreach

- Assess legislative and city plans that may impact citizens and areas within Scenic Jacksonville's mission.
- Develop organizational and advocacy positions and professionally represent Scenic Jacksonville in public situations (hearings, meetings, press, etc.)
- Cultivate opportunities to publicly advocate in forums across the city
- Plan and implement specific advocacy strategies and tactics.
- Build positive relationships with key city political and civic leaders, and their appointed Boards and Commissions.
- Identify and engage nonprofit peers, community organizations & business leaders to collaborate towards common goals and implement initiatives.

Program & Event Management

- Develop program and event strategies to support scenic Jacksonville's mission.
- Lead the management, marketing and administration for the planning and implementation of the signature programs such as the Great Cities Symposium program and Scenic Visions Programs, or other programs.
- Manage the event communications and promotion, sponsorship and ticket sales administration, speaker support, tracking and follow-through.

Marketing Communications & Promotion

- Lead the communications strategies and tactics across digital, print and website, email marketing (Mailchimp), social media, and partnerships.
- Oversee and manage the marketing agency resources for external support such as graphic design, website development.
- Ensure consistent messaging, branding and positioning according to the strategic goals of the organization.
- Plan and implement the communications and promotion including email marketing, social media, workshops, community meetings, or speaking opportunities.

Development/Fundraising

- Plan and implement fundraising strategies, programs and campaigns to support the financial sustainability of the organization, working in conjunction with the Board of Directors Marketing & Development Committee.
- Manage the annual fund campaign and other programs to increase and maintain financial support.
- Provide donor acknowledgements and ensure the recognition of sponsors, donors and supporters.

Operations/Administration

- Recruit, hire and manage vendors or contract staff in accordance with agreed upon external resource needs.
- Support the Treasurer on financial practices and budget management, including development of the annual budget for Board review and monthly tracking against budget.
- Oversee technology platforms and secure the expertise to maintain and develop the proper technology assets, including servers, contact databases, communications platforms, vendor management platforms.
- Administer the donor database to ensure accuracy of our constituents.
- Coordinate Board operations, manage board and committee communications, meetings, agendas, with follow up and meeting documentation.

Board & Governance

- With Board direction, determine long term strategic planning processes, assessments, roadmaps.
- With the Board, develop annual goals and create annual reports for the organization.
- At direction of the Board, develop and manage the budget.
- Oversee and coordinate meetings and activities of all Board Meetings and Committees.
- Assist the Chair and Board with the recruitment of committee volunteers and prospective board candidates.
- Assist Governance Committee with orientation / training of board members.

Required Skills, Experience & Qualifications

- Bachelor's degree or equivalent
- Proven track record of professional experience, including 4+ years in leadership within an organization
- Direct experience with non-profit organizations, as a staff leader, Board member, or in a related volunteer leadership position
- Demonstrated ability to project manage initiatives, engage, organize, project manage and promote community-based initiatives through volunteers and other civic organizations
- Demonstrated ability to work comfortably, productively and calmly with groups with opposing viewpoints
- Excellent written and verbal communications skills to include public speaking, public relations, media interviewing abilities, and persuasive writing.
- Sales, marketing, event planning and/or fundraising experience
- Passion for and understanding of the value of scenic beauty in the natural and built environment
- Technology proficient in digital platforms for marketing and administration
- Creativity and problem solving/team player/flexible approach to getting work done

Preferred:

- Knowledge, contacts or experience with City of Jacksonville, City Council or city agencies, as well as with local business and community leadership.
- Experience or working knowledge of one or more of Scenic Jacksonville's focus areas; urban design, trees, utilities, billboards/signage, urban parks, and public spaces and placemaking.

Employment Conditions

- Full time salaried position. Salary \$70,000 - \$85,000, with a total compensation package negotiable.
- Discretionary bonus based on organization's financial health and performance targets.
- Benefits to include Vacation, Sick and Holiday paid time off. Other benefits are negotiable.
- Minimal travel; must be available for some evening meetings
- Executive Director is expected to reside in the greater Jacksonville area, Duval County preferred.

About Scenic Jacksonville

Scenic Jacksonville, Inc. is a 501(c)(3) non-profit advocacy organization working to ensure the city's natural and built environments continue to be both beautiful and resilient for citizens, businesses, and visitors alike. The organization hosts the annual [Great Cities Symposium](#) and [Scenic Visions](#) program, and is a founding member of both the Riverfront Parks Now coalition and Jacksonville Climate Coalition.

Focus areas include: protecting and expanding tree canopy, ensuring responsible commercial signage, minimizing visual impacts of utilities and cell towers, and elevating the design of streetscapes, parks and public spaces, and urban development.