



## LEADERSHIP PROFILE



### Regional Director, Boston The Trustees of Reservations Boston, MA

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**“Access to green space and locally grown food is fundamental to a healthy, thriving Boston”**

*Barbara Erickson, President and CEO, The Trustees of Reservations*

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#### THE OPPORTUNITY

The merger of Boston Natural Areas Networks (BNAN) and The Trustees of Reservations (The Trustees), two of Massachusetts' leading environmental groups, creates vibrant new opportunities for families across Boston and the State.

The Trustees, ranked among the top 3 important charities in the State in a *Boston Globe* subscribers poll, has over 100,000 members, a \$26 million budget and 123-year history. The Trustees protects more than 50,000 acres of diverse, iconic properties that include coastlines and beaches, working farms and community food programs, historic homes and sites, mountains, meadows and National Historic Landmarks. The Trustees is committed to universal public access to open space and improving quality of life through conservation and preservation.



BNAN is Boston's leader in urban community gardens, greenways and wilds. Founded in 1977, BNAN stewards and supports 175 community gardens serving 15,000 people and annually producing 800,000 pounds of food. BNAN, like The Trustees, believes that green space is a need and right of all citizens in Boston.

**The position of Boston Regional Director is newly created and game-changing.** The Regional Director has a compelling mandate: to realize the combined promise of two iconic conservation leaders, leveraging and integrating their different abilities, experiences and

assets. The Regional Director will build The Trustees' Boston and urban footprint, managing programs that both maintain the integrity of BNAN's urban grassroots work with underserved communities and expand reach and impact--resulting in an effort that is "greater than the sum of its parts."

The Regional Director will lead the work of BNAN, including community gardens, greenways, urban wilds and the Youth Conservation Corps program, as well as work with the newly forming Boston Public Market and other select opportunities. She or he will serve as executive representation for The Trustees in Metro Boston.

**This is a time of change and promise for the people of Boston and the State.** Important projects, such as the East Boston and Neponset River Greenways, are coming to fruition. There is growing interest in locally grown food and a sustainable food system for the city, as well as the contribution open spaces make to climate change mitigation. The combined Trustees/BNAN organization is uniquely positioned to advocate on behalf of current and new grassroots initiatives that help communities develop and sustainably manage gardens, access nutritious food and benefit public health through access to green space.



The organization helps instill a love of the environment in the next generation as well. This summer, The Trustees/BNAN will give 70 young people a life-changing opportunity to participate in the Youth Conservation Corps, a successful program that has trained and employed youth for years.

**BNAN and The Trustees have a common passion: bringing people and land together in ways that are important, innovative and transformational.**

The Regional Director has the opportunity to launch a new venture incorporating the strengths of both The Trustees and BNAN. The RD will:

- Be a credible, passionate catalyst for a strong, merged Boston identity
- Leverage the scope, stability and know-how of The Trustees *plus* BNAN's advocacy, community organizing, environmental empowerment work and volunteer management skills focused on underserved populations.
- Be a savvy advocate and compelling representative on behalf of the mission, people and programs

Challenges include bridging and integrating two different cultures and approaches, and navigating a changing funding environment. Boston city leadership is changing, and State-level change will take place next year. There is a need to diversify private resources as traditional foundation funding priorities have evolved. Overall, the Regional Director is challenged to broaden

BNAN's mandate and make it a dynamic part of The Trustees without losing focus on advocacy and underserved populations.

## THE ORGANIZATION



**The combined Trustees and BNAN organization owns, protects and/or manages open spaces that benefit every Massachusetts resident.** Expanding the urban footprint and best-practice programs is critical to connecting more people with land and opportunity across the State, and in Boston.

BNAN has worked for over 30 years to preserve, expand and improve urban open space through community organizing, acquisition, ownership, programming, development and management. The organization initiated and conducted the first city-wide study of urban wilds, many of which were endangered. Its programs promote broad-based public stewardship. BNAN partnered with a myriad of community groups to successfully advocate for development of the only two new greenways in Boston since Fredrick Law Olmsted's Emerald Necklace. More recently, it has expanded its focus to urban trees, organizing a coalition of grassroots advocates.

BNAN provides organizational, educational and resource support for all of Boston's 175 community and school gardens, 59 of which are owned and protected by BNAN. For its own gardens, BNAN acquires land, designs the gardens with the community, and makes permanent improvements. The organization is guided by local residents, who advocate for their open spaces and partner to preserve and shape communities in many of Boston's poorest and most densely populated neighborhoods.

In Boston, over 4,000 garden plots provide healthy food and physical activity to more than 15,000 residents. The Boston Is Growing Gardens (BIGG) program has, in two years, doubled the number of garden plots in Dorchester, proving that focused effort to engage underserved populations in neighborhoods can help families grow and consume fresh food. It also supports active lifestyles and community building through new friendships and a shared interest in improving health.

For more about The Trustees of Reservations, go to [www.thetrustees.org](http://www.thetrustees.org). For more about BNAN, go to [www.bostonnatural.org](http://www.bostonnatural.org).





## THE RESPONSIBILITIES



**The Regional Director, Boston, will have a record of success in community-building, fundraising and advocacy.** She or he will be a credible, motivating leader of vibrant, diverse programs, advocacy and partnerships in grassroots urban contexts. As a member of the Leadership Team reporting to the CEO, the RD will be an experienced strategist, collaborator and problem solver with passion for the mission of connecting people, place and opportunity. The Regional Director will:

- 1. Be a visionary, credible and inspiring catalyst and leader.** The RD will mobilize and inspire people in the context of transformational urban work. She or he will lead current and new work in Boston that also informs best-practice urban work across the State. The RD will envision and implement a big, important vision by leveraging BNAN and Trustees strengths, and by maximizing collaboration and synergies. The RD will take the Boston organization to the next level, making it stronger and more impactful.
- 2. Be an authentic leader of urban program success.** The Regional Director will have frontline experience working at the community level in fields related to current and future Trustees/BNAN urban programming. These include programs related to food, economic sufficiency, agriculture and gardens and securing open public space. The RD will be uncommonly good at building respectful, trusting relationships with residents in diverse, underserved parts of the city. He or she will work well with volunteers and have experience with community organizing and empowerment.
- 3. Be a compelling advocate and public face of The Trustees in Boston.** The Regional Director will be an accomplished advocate able to connect mission progress to public, governmental and community aspirations. By translating the history and capabilities of BNAN and The Trustees into forward-moving initiatives, the RD will build collaborative relationships with legislators, civic and community leaders, landowners and corporate, government and nonprofit entities. The RD will have experience in the media spotlight and be a persuasive speaker and presenter.
- 4. Be an effective, creative fundraiser** who understands both governmental and private (foundation, corporate and individual) audiences. The RD will be an effective storyteller and fundraiser -- able to passionately articulate a vision and excite people to support it.

**5. Provide strategic, forward-looking management.** The RD will be an outstanding manager of the people and business of the Boston Region, and will engage proactively with the Statewide Trustees organization. The RD will mentor and grow great talent, creating an environment of trust, collaboration and innovation. The RD will relish both strategy and hands-on work, building the team and leveraging each member's talents. The RD will have passion for the mission, work, people and BNAN/Trustees organization, and will ignite the team to achieve stunning results.

## PERSONAL CHARACTERISTICS

**The ideal candidate will bring expertise and demonstrable results in relevant urban contexts.** The Regional Director will bring passion for the full mission of connecting people to land, with an emphasis on grassroots urban community work that enhances social justice, equality, fairness and access to opportunity. Expertise working with different cultures, ethnicities and underserved populations is essential. Multi-lingual fluency is a plus. The Regional Director will thrive in a fast-paced environment with diverse challenges. Assets being sought include:

- Ability to interact effectively with people from all walks of life, including local gardeners, high level donors and a vast variety of stakeholders. The RD will respect diversity, model inclusion, and listen to all perspectives.
- High emotional intelligence, critical thinking, quiet confidence, influence and humility reflecting a servant leadership approach.
- Ability to build trust and lead a collaborative team that works well within and beyond the organization and embraces complexity, ambiguity and change.
- Contacts within the Boston civic, business and political communities, or a record of success in building similar relationships in another city.
- A sense of humor, combined with "fire in the belly" passion for helping people live a better life within an urban environment, and for innovating and achieving results.



## THE RELATIONSHIPS

The Regional Director reports to the President & CEO and manages a team of approximately 15.

<b>Reports to:</b>	President and CEO
<b>Manages a team that includes:</b>	<ul style="list-style-type: none"><li>• Program, Advocacy, Stewardship, Engagement, Education, and Operations</li></ul>
<b>Other key relationships include:</b>	<ul style="list-style-type: none"><li>• The Trustees Regional Directors, development and marketing colleagues</li><li>• The Board and volunteer leaders</li><li>• Donors</li><li>• Legislators and city and regional officials</li><li>• Community partners</li><li>• Peers at partner and colleague organizations</li></ul>

## THE LOCATION

The Regional Director, Boston, is based in the organization's downtown Boston office.



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**For potential consideration or to suggest a prospect, please email**  
**[TheTrustees@BoardWalkConsulting.com](mailto:TheTrustees@BoardWalkConsulting.com)**  
**or call**  
**Kathy Bremer or Joan Schlachter at 404-BoardWalk (404-262-7392).**  
**For the current status of this and other searches, please visit**  
**[www.BoardWalkConsulting.com](http://www.BoardWalkConsulting.com)**

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