



EXECUTIVE DIRECTOR – JOB DESCRIPTION

ABOUT THE GOLDEN STATE SALMON ASSOCIATION

The Golden State Salmon Association's mission is to restore California salmon for their economic, recreational, commercial, environmental, cultural, and health values. In supporting salmon, GSSA provides benefits to hundreds of other species that also depend on cool, clean freshwater. GSSA advocates for healthy rivers and improved hatchery operations.

ABOUT THE POSITION

The Executive Director leads operations and oversees a small team of knowledgeable and dedicated staff, consultants, and volunteers. The Executive Director leads strategic planning, policy initiatives, communications, and fundraising efforts. The Executive Director actively collaborates with the Board of Directors and numerous partner organizations.

As the most senior member of the organization, the Executive Director collaborates with donors, regulators, politicians, fishermen and women, legal partners, environmental groups, and industry representatives to advance GSSA's mission to restore California salmon.

KEY RESPONSIBILITIES

- **Strategic Leadership:** In collaboration with the Board, develop annual budgets and strategic plans to achieve policy and operational objectives.
- **Organizational Management:** Manage a team of staff and consultants to implement strategic plans, and engage directly in priority policy advocacy efforts as appropriate.
- **Communications:** Be the primary point of contact for the media, establish strong

relationships with key decision-makers and stakeholders, and generate written materials for the membership and the public. Actively generate media coverage—earned, paid and owned—to further GSSA’s mission.

- **Community Building:** Engage the salmon-fishing public, conservationists, and others to build and activate membership through fundraising events and calls to action on policy.
- **Fundraising:** Develop and manage relationships with major donors and foundations and ensure fundraising aligns with annual budget.
- **Operations:** Ensure operational excellence by organizing quarterly Board meetings and monthly committee meetings, and maintaining compliance with all federal, state, and local requirements

DESIRED QUALIFICATIONS

GSSA welcomes expressions of interest from candidates with the expertise and ability to deliver the above responsibilities, and has identified the following characteristics as indicative of the abilities, aptitudes, and dispositions that will make for success in this role:

- Passionate and knowledgeable about salmon, the salmon fishing industry and related businesses, and California water management;
- Skilled in organizational management with the ability to coach staff, develop high-performing teams, set and achieve strategic objectives, and manage a budget;
- Strong marketing and fundraising experience with the ability to engage major donors and foundations;
- Experienced leading advocacy campaigns on behalf of mission-driven organizations;
- Strong written communication skills, with experience writing for a range of platforms and audiences;
- Demonstrated ability to communicate verbally with enthusiasm and clarity, motivating others and inspiring action; and
- Ability to work effectively in collaboration with diverse groups of people.

This is a full-time salaried position. Compensation will be in the range of \$135,000–\$170,000, depending on experience.

HOW TO APPLY:

To apply, submit a resume and thoughtful cover letter that explains your interest and addresses your relevant qualifications. Please send materials to jobs@goldenstatesalmon.org with “GSSA Executive Director Application” in the subject line.