

Position Profile

Executive Director, Red Butte Garden

September 2019



THE INSTITUTION

The state's oldest and largest institution of higher education, the **University of Utah** is the flagship university of the state and boasts 18 schools and colleges and offers more than 100 undergraduate and 90 graduate degree programs to more than 32,000 students. The University is noted for its research profile (Research Highest), its diversity of ideas and people, its stunningly beautiful setting and the warmth, friendliness, and collegiality of its faculty, staff, and students.

A community of students, staff, and scholars, the University of Utah, affectionately called the U, is dedicated to the advancement of knowledge through innovative research; the education of future citizens, professionals, and leaders; and scholarly and creative pursuits that preserve and enlarge our understanding of the human condition. This is accomplished in an open environment that invites active participation from and interaction among all voices in a tradition of civilized discourse.

The University of Utah is a complex institution that serves the people of Utah, and beyond, in numerous ways while also conducting fundamental research and scholarship of international import. As a premier research university, the U is committed to building world-class research programs and attracting and retaining the best faculty from across the nation and throughout the world. The University is strongly committed to delivering outstanding undergraduate, graduate, and professional education that prepares students for leadership roles in Utah, the country, and the world. The University's partnership with the state is reflected in a deep commitment to provide education for Utah's residents and service in the University's local and regional communities.

President Ruth V. Watkins became the 16th President of the University of Utah in April 2018. She had served as the senior vice president of academic affairs since 2013. Dr. Watkins is a well-regarded leader who has been an advocate for advancing student success through degree completion and expansion of research.

The University is located on a beautiful campus of 1,500 acres in a cosmopolitan city where there is true balance of life, including access to the finest outdoor recreational activities and cultural pursuits.

To learn more: <http://www.utah.edu>

Location: Salt Lake City, Utah

Red Butte Garden is located close to hundreds of miles of hiking and biking trails in the nearby Wasatch and Uinta mountains as well as several world class ski resorts and a multitude of backcountry skiing opportunities. Additionally, there are seven major national parks within a half-day's drive, several national monuments, and extensive public land holdings which afford many opportunities for camping, river running, fishing, and other outdoor activities.

RED BUTTE GARDEN

Red Butte Garden, a part of the University of Utah, is the state's premier botanical garden and the largest botanical garden in the Intermountain West. Located adjacent to and immediately east of the University campus on the foothills of the Wasatch Mountains, it is composed of 100 acres of themed gardens and natural areas. The Garden also jointly stewards, with University Facilities Management and the Office of Legal Counsel, the University of Utah's Heritage Preserve, a protected "green space" consisting of 435 acres of undeveloped land on the University's east bench.

Located on the eastern side of Salt Lake City, the Garden is part of the Foothill Cultural District, a remarkable community of artistic, cultural, historic and zoological attractions – all forming jewels in the geographical necklace encircling the nearby foothills east of the Salt Lake Valley. The four-season climate brings warm, relatively dry summers and mild winters. There are many days when you can ski in the mountains in the morning, golf in the afternoon, and hike or bike in the evening.

Renowned for its award-winning gardens and beautiful floral displays, including its springtime display of half a million blooming bulbs, the Garden also hosts an outstanding outdoor summer concert series and award-winning educational programs. Additionally, it serves as a multi-purpose facility for weddings and other special events and has been recognized for its groundbreaking plant research and conservation program. Red Butte Garden is a community-oriented botanical garden with a primary purpose of attracting visitors to the Garden and its programs, thus functioning as a portal for the public to the University of Utah. The Garden hosts 200,000 annual visitors and has over 10,000 members.

Mission Statement:

To connect people with plants and the beauty of living landscapes.

Vision Statement:

A community that understands, values, protects, and is enriched by the world of plants.



Orangerie



Visitor Center



Rose House



Amphitheatre

While part of the University, Red Butte Garden operates with a great deal of autonomy and limited University financial support. An advisory board provides a community voice, assists with fundraising, long-range planning, policy development, strategic planning, and special events. The Garden operates on a \$10,500,000 annual operating budget with an active roster of over 400 volunteers and a full-time staff of 65. In fiscal year 2017-18, the Garden's operating budget came from the following sources:

- 49% Concerts
- 10% Zoo, Arts & Parks (ZAP) county tax
- 8% Membership dues
- 7% State of Utah/University of Utah
- 5% Private donations
- 5% Receptions and rental events
- 4% Admissions
- 4% Gift shop
- 4% Programs and events
- 4% Miscellaneous sources

Over the Garden's 35-year history, approximately \$40,000,000 in private funds have been raised to build display gardens, an amphitheater, visitor center, Rose House and Orangerie event venues, and horticultural support facilities which include 14,000 square feet of greenhouses and a recently opened 15,000 square foot operations center. Every capital improvement at the Garden has been funded by private donations. Current fundraising endeavors include a \$2,000,000 campaign for the Six Bridges Trail (\$1,500,000 of which has been secured) and funding for the development of an Interpretive Master Plan.

The Garden has experienced robust growth over its 35-year history and the University intends for this trend to continue. Remaining true to its vision of creating a community that understands, values, protects, and is enriched by the world of plants, Red Butte Garden is working towards expanding its role as an outreach arm of the University. This involves expanding its garden collections, becoming a leader in water conservation efforts and education, creating the next generation of plant and garden lovers, and increasing its visibility in the community.



THE OPPORTUNITY

Red Butte Garden has launched a nationwide search for a new Executive Director (ED) to succeed a seventeen-year incumbent who will be retiring in the Spring of 2020. The new ED will build upon the Garden's strong foundation to increase the organization's visibility, extend its educational programs, strengthen its financial resources, update and implement its Master Plan for future growth, and generally continue to expand Red Butte's local and national influence and recognition.

The ED reports to the Chief of Staff in the Office of the President and works closely with a variety of departments within the University, the Garden's Advisory Board, and Garden staff to develop and implement the strategic vision, priorities, and policies of the Garden. The ED is directly responsible for the overall management and direction of Red Butte Garden.

Responsibilities:

- Providing a strong voice as an advocate for the Garden and its needs within the University community;
- Directing, mentoring, and developing staff;
- Formulating the annual budget and monitoring expenditures and revenues on a regular basis;
- Developing donor, sponsor, and patron relationships and raising funds to support the Garden's operations, programmatic initiatives, capital development goals, and planned giving program;
- Evaluating ongoing programs and the development of new program initiatives;
- Overseeing all risk management efforts related to the gardens, facilities, and events;
- Providing expertise and guidance on the development and implementation of a new master plan, strategic plan, and interpretive master plan;
- Ensuring that new gardens, facilities, and other developments meet the aesthetic standards established by existing facilities;
- Providing the Garden's Advisory Board with meaningful involvement in the organization and opportunities to assist in the development of long-range plans, strategic plans, fundraising, special events, marketing, and other primary functions of the Garden;
- Representing the Garden as the primary spokesperson to all constituencies, including the media, University of Utah, State of Utah, donors, members, volunteers, and the local community.



QUALIFICATIONS

Minimum Qualifications:

- Bachelor's degree and evidence of continuing education commensurate with being a thought-leader;
- At least five years of leadership experience, preferably within a largely self-funding organization that has a large membership base and volunteer program;
- A record of experience that includes planning, budgeting, fundraising, and supervision of staff;
- Experience marketing a mission and being the "face" of an organization in the community;
- A forward-thinking leader with a record of developing and participating in the implementation and achievement of strategic plans/objectives and financial goals;
- Strong business sense and financial acumen, with the ability to understand the reality behind the numbers and to manage accordingly;
- Notable operational skills as evidenced by knowledge of finance, information systems, contracts, and the organizational dynamics of a not-for-profit organization;
- Strong aptitude for fundraising within a university or non-profit organization;
- Skilled at public communications, with exceptional speaking and writing capabilities;
- Comfortable with current trends in the use of digital media and technology for marketing, fundraising, education, and operations.

Preferred Qualifications:

- Advanced degree – Masters or Doctoral;
- Eight or more years of leadership experience, preferably within a largely self-funding organization that has a large membership base and volunteer program;
- Background in horticulture, botany, or a related discipline;
- Experience with the presentation of concerts and other performing arts or large public events.

Successful Candidate Must Be:

- An empathic, ethical person of unquestioned integrity and personal character who honors commitments, communicates expectations clearly, deals with people in a straightforward fashion and maintains a strong team within the organization;
- A polished and self-assured professional who will successfully interact with people of influence;
- An individual who makes good decisions and performs well under pressure;
- A charismatic individual who will embrace promoting the Garden and building relationships within the community;
- A visionary, entrepreneurial and strategic thinker who is organized and plans well while bringing enthusiasm and innovation to the task at hand;
- A diplomatic person who is able to deal effectively with a wide variety of constituents while also possessing the executive presence necessary to perform successfully at senior levels;
- A committed person who passionately adopts the Red Butte Garden mission and is able to communicate it to others;
- A socially conscious individual committed to resource conservation and environmental sustainability.





PROCEDURE FOR CANDIDACY

Confidential review of applications will begin immediately and continue until the position is filled; **parties who apply by October 11th will be given first consideration.** Please submit a PDF version of your CV/resume and letter of interest upon application. All applications and nominations will be held in confidence.

To apply online go to: <https://theapplicantmanager.com/jobs?pos=su170>

For more information or to offer recommendations or nominations:

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The University of Utah is an Affirmative Action/Equal Opportunity employer. Upon request, reasonable accommodations in the application process will be provided to individuals with disabilities. Please contact the Office of Equal Opportunity and Affirmative Action, 201 S. Presidents Cr., Rm 135, (801) 581-8365 (V/TDD), for further information or to request an accommodation. The University of Utah is committed to diversity in its workforce. Women and minorities are encouraged to apply.



[Summit Search Solutions, Inc.](#) is a boutique executive search firm dedicated to serving education and nonprofit communities nationwide. Summit has a team of experienced recruiting consultants in strategic locations across the country including California, Kansas, New York, North Carolina, and Oregon.



SALT LAKE CITY, UTAH

Frequently listed by national magazines and websites among the “best places to live” due to a variety of factors including recreational options, the business environment, high-quality healthcare systems, climate, and a low crime rate, the Salt Lake City area is among the 50 largest metropolitan markets in the United States. Sitting at an elevation of 4,330 feet above sea level, the University is set on the east bench of the Salt Lake Valley. To the west stretches the entire valley, to the east the towering mountains of the Wasatch Range.

The international airport is just nine minutes from downtown, and getting around is easy on TRAX, the city’s ever-expanding light rail transit system. TRAX lines now connect the campus with the airport and all sections of the Salt Lake Valley.

Salt Lake City also features high culture and entertainment options consistent with an urban center. Music lovers will appreciate the ability to catch performances at the Utah Symphony or the Utah Opera. Theatrical performances can be enjoyed at the Hale Center Theatre or the Pioneer Theatre Company and dance performances include options at Ballet West as well as contemporary shows by the Ririe-Woodbury Dance Company. Art lovers will enjoy taking in the variety of galleries in the city as well as its many museums.

Recently, Salt Lake City was named one of “[6 Unexpected Cities That Are Leading the Hyper-Local Food Movement](#)” by Livability.com. And sports fans are kept busy with options that include the Triple-A Salt Lake Bees of baseball’s Pacific Coast League, Major League Soccer’s Real Salt Lake, and the Utah Royals FC of the National Women’s Soccer League.

Utahns spend much of their time outdoors. From campus, seven world-renowned ski resorts are just 30 minutes away. Eight National Parks are within a five-hour drive. Forty golf courses are strategically located throughout the valley and nearby mountains. And hundreds of miles of hiking and biking trails can be accessed just to the east of campus.

Beyond the state, Los Angeles is a 10-hour drive to the southwest, Las Vegas eight hours due south, and Denver is just eight hours to the east.

For more information on Salt Lake City, Utah, please visit:



Salt Lake Chamber, <http://slchamber.com/> Visit Salt Lake, <http://www.visitsaltlake.com/>
Utah.com, <http://utah.com/salt-lake-city>