



Executive Director, Maine Huts & Trails

Maine Huts & Trails (MH&T) is a premier adventure tourism destination in New England, operating a highly acclaimed backcountry recreation corridor currently linking Carrabassett Valley and The Forks in the Western Mountains region of Maine. MH&T maintains 80 miles of free, backcountry trails, providing opportunities for human-powered recreation including groomed hut-to-hut skiing, snowshoeing, hiking, paddling, and mountain biking. MH&T operates four award-winning, accessible, off-the-grid lodges that have earned a widespread reputation for their backcountry hospitality and healthy, locally sourced meals.

MH&T provides an economic stimulus to the region while making the outdoors inviting and accessible, encouraging healthy outdoor recreation, promoting stewardship, and offering access to special natural places. The organization attracts close to 10,000 overnight visitors annually and draws guests from 35 states and more than a dozen countries.

Ultimately envisioned as a 180-mile world-class recreation corridor that attracts visitors on a year-round basis from across the country and around the world to western Maine, further expansion beyond the current footprint is anticipated with the intent of connecting, and benefiting, the traditional recreation communities of the region.

Position Summary

Maine Huts & Trails is currently searching for an **Executive Director** to lead our growing organization. The Executive Director serves as the CEO of Maine Huts & Trails and will work to enhance the organization's reputation for offering world-class outdoor recreation and nature-based tourism experiences. The new ED will be poised to take MH&T's mission fulfillment and sustainability to the next level through transformative growth both within the current footprint and through additional huts and trails that will add scale. Growth will require building productive relationships with landowners, communities, donors, and government officials to create a shared vision for an environmentally sensitive nature based tourism economy in western Maine. The new ED will be responsible for leading MH&T out of its start-up phase by implementing/developing increasingly effective systems and processes to support growth.

Position Responsibilities

Vision: Continually refine and actualize the Maine Huts & Trails vision. Work through staff, Board, partners, and communities to fulfill the organization’s mission and long-term goals.

Strategy: Assume responsibility for leading the organization’s strategic planning to ensure long-term mission impact and sustainability. Regularly update (with board and staff involvement) the strategic plan including multi-year financial projections.

Financial Management: Ensure the financial health of MH&T. Develop budgets and operating plans that provide for organizational sustainability. Ensure prudent analysis of capital investments. Manage banking relations; maintain positive relationships with vendors/partners. Lead a capital campaign in the near future to finance growth and recapitalize the enterprise.

Public Reputation: Effectively communicate the offerings and impact of Maine Huts & Trails building public recognition of its brand and mission impact regionally, nationally, and internationally.

Marketing: Manage a well-defined brand image for Maine Huts & Trails and oversee and update an established marketing plan that creates positive public awareness, expands the customer base by extending reach into new market areas, and fulfills system occupancy requirements. Ensure the organization offers a recreation “product” that builds reputation, loyalty, and repeat visits.

Development: Lead fundraising through personal and staff efforts, board engagement, volunteers, and consultants (as necessary). Cultivate and sustain productive relationships with donors and potential donors. Solicit capital and operating contributions from major donors, foundations, businesses, and government agencies and provide leadership in planning and implementing a multi-year fundraising plan.

Organization Development: Hire, develop, and lead a team of skilled and dedicated people to provide world-class outdoor recreation experiences to users of the system. Lead the organization through growth and change while maintaining a team based, environmentally conscious, and guest-centered culture. Facilitate positive and productive relationships among board and staff. Continually refine the organization model, processes, and systems to enhance effectiveness and efficiency, and position Maine Huts & Trails as a preferred area employer.

Trail & Hut Advancement: Secure in perpetuity year round access to the trail corridor and hut sites and develop protections to ensure that the corridor provides a world-class “people powered” natural experience. Ensure that buildings, bridges and other structures are designed and maintained with safety and environmental stewardship in mind and are reflective of the MH&T brand.

Environmental Stewardship – Ensure that MH&T models and encourages conservation and stewardship in all of its operations, and work with environmental education and outdoor recreation partners to position Maine Huts & Trails as a top-notch venue for programming, with special emphasis on Maine youth.

Regional Leadership: Develop and nurture productive relationships with key policy makers in state and local governments and with conservation and recreation organizations, ensuring that Maine Huts & Trails is viewed as a leading force for environmentally sensitive economic development and outdoor recreation through nature-based tourism. Foster and maintain productive relationships with landowners, communities, and synergistic organizations along the trail corridor.

Qualifications

The ideal candidate will:

- Have 8-10+ years of experience leading and managing people in a multi-layered organization, and will have held responsibility for both revenue generation and expense control.
- Have developed operating and capital budgets, and will be naturally inquisitive with the ability to analyze data, and objectively assess results to draw actionable conclusions.
- Exhibit business acumen, and the ability to optimize earned income through product commercialization, marketing and sales within a non-profit model that serves the common good.
- Employ a shared leadership approach that values collaboration, spreads workload, and creates opportunities for others to grow and feel ownership for their work and the whole.
- Utilize a management systems approach with documented plans, clear accountabilities and goals, timelines, candid coaching and feedback, performance reviews and developmental goals.
- Possess a deep appreciation for nature and enjoy participation in healthy outdoor recreation, and will be passionate about helping people of all abilities enjoy the restorative power of outdoor experiences.
- Respect and value conservation, sustainable practices, and environmental stewardship.
- Be a natural and authentic communicator (verbal and written) who is clear and succinct, and is a confident and motivating promoter of ideas, people, and the organization.
- Leverage technology for personal and organizational productivity.
- Appreciate content marketing and digital approaches. Social media marketing expertise a plus.
- Have willingness and ability raise funds to fuel the organization's growth: the ability to cultivate relationships with donors / potential donors and a willingness to credibly ask for resources to support the organization's success. Fundraising experience a significant plus.

Education

Bachelor's Degree required.
MBA or equivalent a plus

All interested candidates, please email resume and cover letter to edsearch@mainehuts.org

*We recognize the importance of diversity in creating a better world and a stronger organization.
Maine Huts & Trails is an equal opportunity employer*