



## **COLORADO MOUNTAIN CLUB CHIEF EXECUTIVE OFFICER**

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### **POSITION SPECIFICATIONS**

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#### **About the Colorado Mountain Club**

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The **Colorado Mountain Club (CMC or “the Club”)** has been delivering conservation, education and recreational opportunities to the mountain loving public since 1912 making it one of the oldest and most iconic mountaineering organizations in the country. The **CMC** acts as a gateway to the mountains for novices and experts alike, offering an array of year-round activities, events and schools centered on outdoor recreation. The **Club** connects thousands of adventure-loving mountaineers and teaches the skills to safely and respectfully maximize living in an outdoor playground.

The Mission Statement for the **CMC** was written in 1912 and has remained unchanged for over 100 years:

- To unite the energy, interest and knowledge of the students, explorers and lovers of the mountains of Colorado;
- Collect and disseminate information regarding the Rocky Mountains on behalf of science, literature, art, and recreation;
- Stimulate public interest in our mountain area;
- Encourage the preservation of forests, flowers, fauna and natural scenery; and
- Render readily accessible the alpine attractions of this region.

**CMC’s** State Office is located in the American Mountaineering Center in Golden, CO. The **Club** is governed by an 18-member State Board of Directors. Directors serve staggered 3-year terms. An Executive Committee, comprised of the State Board President, Vice President, Treasurer and Secretary, works closely with the **Club’s Chief Executive Officer (CEO)**. The **CEO** reports directly to the State Board. The State Board meets every other month while standing committees of the State Board meet on opposite months or on an as-needed basis.

For more information about the **Club**, please visit [www.cmc.org](http://www.cmc.org)

## **CMC History**

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On April 26, 1912, a dedicated group of service-minded, outdoor-oriented people gathered in Denver to form the **Colorado Mountain Club**. From twenty-five charter members united in their love of the mountains, the **Club** quickly grew. In 1993, the **Club** elected to partner with the American Alpine Club to establish the American Mountaineering Center in the old Golden (CO) High School building.

Throughout the years, volunteerism has been the **Club's** lifeblood. Volunteers have guided the direction of the **Club**, managed local **CMC** Groups, organized, and conducted schools and programs, led trips, and spoken out on environmental issues.

## **Groups: How the Club Operates**

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The **Colorado Mountain Club** currently operates across the entire state through a strong volunteer-led regional group structure. Each group provides a representative to the State Council which enables sharing of best practices and provides a channel for members and volunteers to provide feedback to the state board and the **CMC** employees.

There are 10 groups: Denver, Boulder, Pikes Peak, Northern Colorado, Roaring Fork, El Pueblo, Friends of Routt Backcountry, Gore Range and Western Slope; for out-of-state members, there is the Friends of Colorado Group.

## **CMC Trips and Other Activities**

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**CMC's** volunteers lead approximately 3,000 activities each year which include hiking, alpine fishing, climbing, mountain biking and back country skiing just to name a few.

The **CMC** also hosts Denver's stop on the Banff Film Festival tour, a 3-day event that is held annually at the historic Paramount Theater. Other activities include various speaker and film series that provide community and education around mountain-craft activities.

## **CMC Schools – Teaching Mountaineering Techniques Since 1939**

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The **CMC** formed its first school in 1939 to teach mountaineering techniques and in 1947, organized the first climbing schools.

The **Club's** aim is to provide members with the skills and confidence they need to move through the mountains, we honor and safeguard the people we love. The **Club's** peer-to-peer, skill-progression approach forges human connections, fosters mentorship, and turns aspirations into realities. Members share knowledge and give support to advance abilities, build confidence, and pass on these experiences to inspire the next generation.

Adult education is primarily delivered at the group level led by volunteers.

## **Youth Programs**

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**Colorado Mountain Club's** youth programming is designed with one mission in mind: to inspire the next generation of environmental stewards and leaders. The **Club** provides

school visits and field trips, after-school programs, adventure camps and courses, a teen internship, family events, and more. The goal of youth programs is to ignite a connection to the outdoors through education and adventure. We believe the outdoors are for all. Here we foster enthusiastic, self-aware learners who engage in their community and strive toward both collaborative and independent goals.

Youth programs are managed by the State office through **CMC** employees.

### **CMC Conservation Efforts – A Passion for the Environment**

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Since 1921, the **Club's** members have taken strong stances to influence environmental issues and the **CMC** played an instrumental role in the establishment of Rocky Mountain National Park.

Over the years, the **Club** has continued to tackle tough environmental issues, both large and small. These efforts have led to numerous successes including: opposing construction of more dams, supporting the Federal Wilderness Act of 1965, and influencing policies on open space, recreational area access, timber sales and water diversions.

As a trailblazer in preserving Colorado's outdoor spaces, conservation education and activism has always been essential to the **Club's** mission. Yet never has protecting where we recreate been so relevant and vital to so many people. The State's population is swelling. Technology is changing the landscape. And the State's community needs are evolving rapidly.

To transform a tradition of enhancing conservation programs across the state, the **Colorado Mountain Club** is building greater capacity, tools, and networks to promote sustainable, human-powered recreation, protect wild lands, and create and maintain access to the outdoor spaces that hold so much meaning. Through advocacy, data collection, and stewardship, the **CMC** works to help balance human impact with natural resource conservation on public lands all over Colorado for generations to come.

### **CMC Press – Colorado's Premier Outdoor Recreation Guides**

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The *CMC Press* is the publishing division of the **Club**. Books are available at many bookstores and outdoor retailers throughout Colorado and beyond. Most of the books are written by and field checked by members of the **Club**. The **Club's** publishing history dates back nearly a century. One of the more definitive books, *Guide to the Colorado Mountains*, has been in continuous publication for 60 years, earning the title of the best-selling Colorado book of all time with more than 250,000 copies sold to-date. In addition to managing a sizeable catalogue of books, the **CMC** continues to publish new titles with the current emphasis on skills (e.g., Hiking Safety handbook).

### **THE CEO OPPORTUNITY**

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**CMC** seeks an innovative, visionary, mission-driven leader to expand the **Club's** reach, statewide and national profile as one of the leading mountaineering organizations in the country. Reporting to the State Board of Directors, the **CEO** provides leadership, strategy

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development and vision to the organization in keeping with the mission and strategy of **CMC**. The **CEO** will serve as the “face” of the organization to members, Groups around the State, funders, the corporate outdoor industry and services, collaborative alpine organizations and the community-at-large. The **CEO** provides executive leadership and oversight of high-quality member experience service delivery, operations, facilities, development, volunteer engagement, community outreach, stakeholder/public engagement and fiscal management. The **CEO** will lead a full-time staff of 17 with several part-time and seasonal employees in our Conservation and Youth programs. Currently, the **CEO** has 6 direct reports comprised of: Chief Operations Officer, Membership Director; Chief Resource Development Officer; Conservation Policy Director; IT manager, and a publishing contractor. **CMC’s** projected operating budget for 2024 is \$2.6M.

**Essential Duties and Responsibilities include:**

- Ensures a high level of excellence in member experience and state level program evaluation; effectively oversees finance and administration, fundraising, communications, and systems; develops and recommends timelines and resources needed to achieve strategic goals.
- Actively engages and energizes **CMC** Groups, volunteers, members, committees, partnering nonprofit organizations, business partners, sponsors and communities
- Leads, coaches, develops, and retains a high-performance management team and staff by valuing each staff members’ contributions to the success of the **Club** while focused on providing a safe, nurturing, and flexible workspace predicated on individual accountability.
- Ensures an effective external presence through the **Club’s** website providing a positive experience to potential members, existing members, volunteer leaders/instructors, and employees.
- Develops functionalities to manage and assess the quality and success of programs, volunteer and member engagement tracking, and overall progress against goals to measure successes that can be effectively communicated to the Board, funders, and other constituents and stakeholders.
- Plays a lead role in cultivating donor funding from individuals, corporations, and foundations to support programs and operations and ensuring the ongoing sustainability of the **Club** for generations to come.
- Oversees risk management and permitting activities involving courses, trips, and Adventure Travel to ensure **CMC** and Groups are compliant with US Forest Service regulations and that any risk to the **Club** is mitigated.
- Travels around the State to represent the State Office with CMC Groups and ensures effective communication and support is provided to Groups, as necessary
- Deepens and refines all aspects of **Club** communication efforts—from the web presence to external relations—with the goal of creating a stronger and more inclusive brand.
- Along with the State Board, participates in the development of short and long-term organizational strategic goals and objectives, as well as operating policies and procedures.
- Serves as the “face” of **CMC** to like-minded organizations, legislative commissions/bodies, members, Groups, business partners and the general public.

## PROFESSIONAL EXPERIENCE/QUALIFICATIONS

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- Significant (ideally 5-10 or more years) leadership experience preferably in a membership-based nonprofit organization; familiarity with the outdoor recreation community and a passion for mountaineering activities will distinguish the most competitive candidates.
- The need for understanding and skilled management of the triumvirate of development, marketing, and membership.
- Demonstrated leadership and/or past hands-on experience successfully cultivating revenue from a variety of funding sources to include grants, corporate sponsorships, foundations and individual donors.
- A track record of success in cultivating gifts from major donors is highly preferred.
- Strong operations oversight and assessment skills; ability to develop and promulgate appropriate metrics to ensure quality of the member experience and program offerings.
- A demonstrated track record of effectively engaging with current and prospective individual and corporate donors and foundations.
- Drive and marketing prowess to elevate the **Club's** stature as a leading outdoor recreation, education and conservation organization.
- Demonstrated fiscal management experience overseeing a budget and cash flows comparable or larger than **CMC's**.
- Experience with facility management.
- Experience working with/for a volunteer Board of Directors and various committees is highly desired.
- Proven leadership skills in developing, mentoring, and guiding staff and volunteers. Experience with crisis management and fiscal challenges is preferred,
- Willingness to travel to Group functions around the State and/or national gatherings of outdoor-oriented organizations.
- An undergraduate degree is required with an advanced degree preferred.

## PERSONAL CHARACTERISTICS

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- Passion for mountain recreation and experience/awareness of mountaineering skills to establish relatability and credibility with all levels of mountain recreationalists.
- An energetic, hands-on, confident but down-to-earth executive with a passion for the mission of the **Club**.
- An inspirational leader; proven ability to inspire diverse groups of people to grasp the mission and reach organizational goals.
- A combination of solid business experience and acumen and a sense for revenue generation and sustainability, with a belief in and appreciation for the nonprofit community.
- Results oriented – driven to move things forward, strives toward continuous improvement and measurement against goals.
- A “connector”; proven skills in working with a diverse and geographically dispersed array of stakeholders.
- Flexible – willing to work evenings and weekends to be participate and be present at **Club** functions.

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- A “people person” who is compassionate, operates with humility, and effectively integrates into the organization’s culture and environment, rapidly gaining the trust and respect of colleagues and team members.
- Strong interpersonal skills – ability to deal effectively with a broad diversity of people.
- Oral and written communications abilities – strong platform and media skills; persuasive and articulate; diplomatic and open style; a good listener; credible.
- Impeccable ethics and highest integrity. Values and practices honesty and integrity in all dealings with others; humility.
- A proactive leader; intellectually curious; regularly investigates and brings new ideas to the organization, especially with regard to operational best practices and staff leadership; skilled in critical and creative thinking to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to issues.

## **COMPENSATION**

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The **CMC** will offer the successful candidate a competitive based compensation in the range of \$110,000 to \$150,000. Discretionary incentive bonus may also be offered by the State Board of Directors. The successful candidate will also be eligible for the **Club’s** benefits package. Other benefits include a flexible in-office schedule to allow for ample outdoor recreation engagement with members and the donor community.

## **APPLICATION PROCESS**

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EFL Associates, an executive search firm, is assisting the **Club** with this important search. All calls and inquiries should be made through the search firm. Referrals and applications will be held in strict confidence. Review of applications will begin immediately and will continue until the position is filled.

## **NON-DISCRIMINATION**

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The **CMC** and EFL Associates firmly support the principle and philosophy of equal and equitable opportunity for all individuals, regardless of age, race, gender, creed national origin, disability, veteran status or any other protected category pursuant to applicable federal state or local law.

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Consultants in Executive Search

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