



## POSITION PROFILE

# Executive Director

Preservation Society of Nashville

Nashville, Tennessee



## THE OPPORTUNITY

The Preservation Society of Nashville was founded in December 2022 following several years of exponential growth and development in Music City. The founders, Kelleigh Bannen and Colson Horton, looked around to see a Nashville that was increasingly difficult to recognize. After months of research and connecting with fellow preservation-focused leaders, they knew they would have to be the ones to step up and start a new nonprofit to focus on this important work. The defining characteristics differentiators for the new organization would be:

- **FUNDING:** Raise vital funds to fully staff the new historic preservation organization.
- **ADVOCACY:** Rally supporters and advocates to help make change in legislations and policies that influence preservation in the city.
- **EDUCATION:** Provide approachable and tangible education opportunities to inform and equip Nashvillians to do this important work

Now a little over a year into the organization, PSN is ready to hire it's first Executive Director to lead the charge in a variety of different capacities. This is an exciting time to join this organization at the ground floor of such immense potential and, simultaneously, critical work.



LEARN MORE ABOUT PSN AT  
[PreserveNashville.com](https://www.PreserveNashville.com)





# NASHVILLE'S FUTURE IS CONNECTED TO ITS HISTORY.

## About the Preservation Society of Nashville

**VISION:** The Nashville community knows its future is deeply connected to its history. As such, it honors both historic preservation and growth as vital ingredients that breathe life into the unique character of the city.

**MISSION:** The Preservation Society of Nashville protects and champions Nashville's unique stories, neighborhoods, and architecture through education, advocacy, and historic preservation.

## 2023 – YEAR ONE ACCOMPLISHMENTS:

### • PROTECTING IMPORTANT HISTORIC STRUCTURES:

- **Downtown Historic Preservation Overlay:** Advocated for the expansion of the downtown historic preservation overlay, successfully protecting an additional 35 historic properties, including those in Printers Alley and the financial district.
- **Belle Meade Theatre:** Monitored the progress of the proposed redevelopment of the former Belle Meade Theatre historic building and began advocating for the preservation of its remaining historic elements.

### • SUPPORTING LIKEMINDED PROJECTS AND PARTNERS:

- **Rutledge Hill Development:** Advised the developers of Rutledge Hill on how to best preserve the historic elements of the property while still accomplishing their goals.
- **Greenwood Seneca Partnership:** Supported diverse storytelling through a tour of Travellers Rest, focusing on the stories of enslaved people and the Black experience.
- **Metro Historical Commission Preservation Awards:** Sponsored the 47th Annual Preservation Awards, honoring citizens and their exceptional preservation work.

### • ENGAGING AND EDUCATING CITIZENS:

- **Historic Preservation Overlays 101:** Broadcasted webinar with Metro Historic staff on the importance of historic preservation overlays.
- **Downtown Presbyterian Church Tour:** Hosted tour of the Downtown Presbyterian Church, one of the best-preserved examples of Egyptian Revival architecture in the country.
- **Mayoral Survey on Historic Preservation:** In partnership with the Metro Historical Commission and Historic Nashville, Inc., surveyed the mayoral candidates for their perspectives on historic preservation.

### • ESTABLISHING STRONG RELATIONSHIPS:

- **Metro Council and City Staff:** Established and strengthened key relationships to support current and future advocacy efforts.

### • RAISING VITAL FUNDS:

- **Operating Funds:** Raised over \$300,000 to support continued advocacy efforts, preservation of important historic resources, and staffing for the young organization.
- **Ground Penetrating Radar Fund:** In partnership with Metro Historical Commission, established a new ground penetrating radar fund to support preliminary archaeological research throughout the city.

# KEY RESPONSIBILITIES

## POSITION SUMMARY

Under general oversight from the Preservation Society of Nashville (PSN) Board of Directors, the Executive Director is responsible for the professional management and growth of PSN and fostering the organization's role as Nashville's leading advocate for historic preservation.

The Executive Director will move the organization forward in the continued development and implementation of goals that reflect PSN's mission. The Executive Director provides overall leadership for strategic plan implementation, organizational development, fundraising, advocacy, educational programming, financial oversight and operations, events and volunteer management, and marketing and communications. As the public-facing leader of the organization, the Executive Director serves as spokesperson and preservation expert.

A successful Executive Director will have an entrepreneurial spirit and proven track record of significant fundraising, ensure the organization's growth and sustainability, maintain a reputation for excellence, and identify opportunities for mission-related impact in the community.

## KEY RESPONSIBILITIES

### Strategic and Executive Leadership

- Provides inspiring leadership to the Board of Directors, volunteers, contractors, and future staff; mobilizing varied talents and resources available to further the mission of the organization.
- Creates and manages annual strategic plans and budgets to support the organization's goals and prioritizes new and emerging challenges or opportunities.
- Assesses, pitches, and implements strategic growth initiatives such as: revolving fund, revival fund, easement program, etc.
- As the organization grows and funds allow, recruits, hires, and manages all PSN staff. Leads and grows future team members by providing professional development, regular performance reviews, and facilitating appropriate recognition.
- Liaises with all consultants, contractors, agencies, and vendors.
- Ensures all policies, systems, and procedures follow ethical standards and best practices.



# KEY RESPONSIBILITIES (CONTINUED)

## Fundraising, Membership Development, and Volunteer Management

- Strengthens and grows diverse funding base, including corporate, foundation, and individual giving.
- Cultivates and stewards donors through targeted outreach, meetings, lunches, dinners, and events.
- Implements creative strategies to increase membership and expand public awareness of PSN's work and impact.
- Seeks, applies for, and administers applicable grants.
- Further develops and manages PSN's volunteer program, including recruitment, training, and supervision.
- Maintains accurate donor records and manages CRM/database .

## Advocacy & Programming

- Positions PSN as an effective and vital historic preservation organization.
- Creates thoughtful strategies for the preservation of historic structures and resources, legacy neighborhoods, and local culture.
- Leads the organization's advocacy and government relations efforts, regularly interfacing with elected officials, municipality staff, commercial developers, etc. and regularly attending public meetings in the evenings.
- Serves as a strong advocate for local, state, and national preservation efforts and legislation.
- Formulates positions on preservation issues of importance to the diverse communities of Nashville. Evaluates and responds to preservation issues.
- Produces approximately 10 – 15 public programs for various audiences throughout the year.

## Marketing, Communications, and Outreach

- Oversees the development of all promotional and communications strategies.
- Leads all public relations efforts and serves as the Preservation Society of Nashville spokesperson.
- Keeps members and the community engaged and informed of PSN's activities by ensuring timely communications via email, website, and social media.
- Cultivates and nurtures relationships with key preservation partners like industry associations, academic institutions, other community organizations, other preservation societies, etc.



# KEY RESPONSIBILITIES (CONTINUED)

## Financial Management

- Develops and manages annual budget in consultation with board to ensure the organization operates within approved budget parameters.
- Ensures high quality financial management, presenting monthly financial reports to board, maintaining internal controls, and ensuring that organization follows all financial policies established by Board of Directors.
- Establishes administrative policies and procedures for all day-to-day functions.

## Board Recruitment & Development

- Nurtures ongoing development of an engaged and high-performing board by fostering mutual trust and respect, emphasizing shared leadership and responsibility, and providing thoughtful reflection on performance.



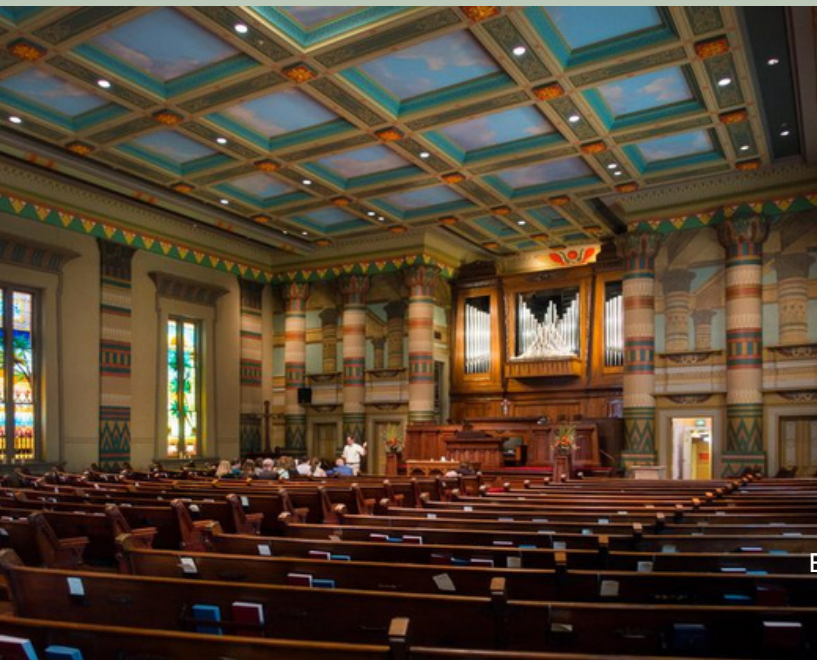
# CANDIDATE PROFILE

## Key Qualifications

- Bachelor's degree in disciplines related to business, public administration, communications, planning, and/or historic preservation.
- 7 – 10+ years of professional nonprofit experience, with clear record of achievement in complex, mission-driven organizations.
- Proven success in a fundraising leadership role, particularly in establishing relationships with individuals and organizations of influence including funders, partner agencies, and volunteers.
- Strong financial management skills including budget preparation, analysis, decision making, and reporting.
- Ability to be a passionate spokesperson/representative of PSN's mission.
- High degree of energy, integrity, transparency, and creativity.
- Excellent verbal, analytical, organizational, and written skills.
- Strong digital/technical skills such as those in Microsoft Office (Word, Excel, PowerPoint, etc.), Canva, CRM/Database systems, etc.

## Preferred Qualifications

- Two years in a supervisory capacity preferred.
- Experience in historic preservation, historical interpretation, museum management, cultural resource management, or other related activity within a historic organization/nonprofit, government agency, academic institution, museum, or similar institution preferred.
- Experience with managing a preservation revolving fund and/or preservation projects preferred.



Executive Director, Preservation Society of Nashville |

# COMPENSATION AND BENEFITS

The annual compensation range for this role is \$90,000 - \$125,000 with a benefits package that includes:

- Access to Medical, Dental, and Vision Insurance
- Three (3) Weeks of Paid Time Off (PTO), which includes both vacation, personal time, and sick leave
- Eleven (11) Paid Company Holidays:
  - New Year's Day
  - Martin Luther King, Jr. Day
  - Memorial Day
  - Juneteenth
  - Independence Day
  - Labor Day
  - Thanksgiving Day
  - Day after Thanksgiving
  - Christmas Eve
  - Christmas Day
  - One (1) Floating Holiday

The position is hybrid in-office/remote but located in Nashville, Tennessee, and the selected candidate will be expected to live in the area.

## CONTACT OR APPLY

Please direct any questions to Meg Hershey at [mhershey@meghersheyconsults.com](mailto:mhershey@meghersheyconsults.com). To formally apply, please submit a resume and cover letter to Ms. Hershey with subject line "PSN Executive Director Candidate." All inquiries and discussions will be considered strictly confidential. Candidates will be reviewed and interviewed on a rolling basis as applications are received. **The Society aims to have the selected candidate in place by May 2024.**



This search is being led by Meg Hershey, principal consultant of Meg Hershey Consults. Hershey specializes in business strategy, operations, and special projects for nonprofit organizations. She serves as start-up consultant and founding advisor to the Preservation Society of Nashville. | [MegHersheyConsults.com](http://MegHersheyConsults.com)