

# Geothermal Rising Executive Director

***With the mission of advancing geothermal energy, businesses, investments, knowledge, adoption and a supportive policy and regulatory environment, Geothermal Rising seeks a leader to position this industry association at the forefront of our clean energy future.***

[Geothermal Rising](#) is the primary resource for professionals, businesses, investors, and policy and government professionals focused on advancing geothermal energy. This 501c3 nonprofit organization is the largest direct-membership professional and trade association serving the geothermal industry, with over 1,600 individual members and over 150 member organizations (business, nonprofit and professional services entities that are members are additionally awarded a certain number of staff memberships based on level). The organization focuses on North America; it has a budget of just over \$5.5M funded by member dues, grants and fees charged for various events and services; and there are 15 staff and a Board of 15 industry professionals.

Member interests are broad and include: hydrothermal geothermal systems, power generation, thermal energy networks, direct use applications, industrial heat, manufacturing processing, enhanced (engineered) systems, closed-loop systems, deep drilling technology, geothermal heat pumps, advanced geothermal systems, subsurface reservoir management, supercritical hot rock and geoxchanges – their funding, technologies, environmental impact, regulatory environment and current and potential customers. The largest operating geothermal power projects are centered in western states, while lower temperature, industrial, direct use and heat pump systems are found throughout the USA. Per the *2025 U.S. Geothermal Market Report* published by the National Laboratory of the Rockies, 29 U.S. states currently have incentive policies for geothermal power including grants, rebates, tax incentives and other financial incentives. A total of 17 states and D.C. have policies that encourage geothermal electricity production, and 42 states and D.C. have existing regulatory policies that relate to geothermal energy. Additionally, Native American reservations cover approximately 5% of U.S. land and hold an estimated 10% of the nation's energy resources, including vast geothermal and geothermal job growth potential. Geothermal Rising fosters positive relations with federal, state and tribal governments nationwide.

The organization has four essential functions:

- **Member Services and Community**, which includes job boards, messaging among members, social media exposure, a library function and a master schedule of activities.
- **Events** include convening members with particular interests, orchestrating gatherings and developing various working groups, committees and initiatives.
- **Information Clearinghouse and Education** makes available studies, whitepapers and anonymized member data and highlights the work of scientists and technical experts.
- **Advocacy and Policy Coordination** includes development of industry positions, information on the regulatory environment and pending legislation. The organization also plays a coordinating role among members and partners that are engaged in their own advocacy efforts.

Certain of these functions are well-developed with high levels of member satisfaction, while others might benefit from close review, adjustment and rapid enhancement by the next Executive Director, the staff team and the Board.

***A rapidly evolving energy landscape in the USA and internationally provides significant growth opportunities for Geothermal Rising. The new Executive Director is charged with evolving the organization to better serve members, drive growth and position this industry for increased investment and impact.***

## **BASIC FUNCTION**

Reporting to the Board through its Executive Committee, the Executive Director will ensure that Geothermal Rising's finances, membership services, policy & advocacy, infrastructure, operations, marketing & communications, human resources, technology and program strategies are effectively implemented across all segments of the organization and will provide overall direction and day-to-day management of the organization. The Executive Director will also define vision, strategy, objectives and messages and will function as the organization's lead membership and relationship builder, fundraiser and advocate.

The Executive Director's success will be assessed based on three metrics:

- **Sustained financial strength** and stability as the sector's most important association.
- **Growth of membership** numbers, including growth of individual members and members that are incorporated entities, and stronger financial support by members to advance Geothermal Rising initiatives.
- **Member satisfaction** with Geothermal Rising members' services, events and advocacy.

## **MAJOR RESPONSIBILITIES**

### LEADERSHIP AND MANAGEMENT

- Manage day-to-day operations and programs in ways that assure financial strength, a high degree of member satisfaction and increased demand for membership in Geothermal Rising; encourage new perspectives, innovations, partnerships and allocation of resources in ways that best serve the core purpose of members and the organization.
- Collaborate with the Geothermal Rising Board of Directors to update and adhere to a Board-approved rolling three-year strategic planning process that includes objectives, success metrics, budgets, headcounts, and use of contractors and outside consultants.
- Work closely with the staff finance team and the Board's Budget & Finance Committee to prepare budgets; ensure that the organization responsibly operates within the budgetary and audit guidelines to maintain the organization's fiscal well-being; ensure that there is alignment between programmatic objectives and available resources; develop long- and short-term financial plans and prepare financial and operating reports for the Board.
- Shape, manage and motivate staff; ensure that the performance evaluation and review system emphasizes well-defined goals, clear responsibilities and accountability; encourage staff opportunities for growth within the organization; ensure that there is clear and effective internal communication and coordination among the organization's program, services, advocacy and administrative functions.
- Maintain effective relationships with a variety of external organizations including but not limited to corporations, businesses, professional services organizations, consultants and investors that advance geothermal energy; local, state and federal elected officials and governmental agencies involved in funding, regulatory or policy work that affects the health of the geothermal industry; scientists, thought leaders and educators working on the science and workflows of geothermal; and other associations and organizations aligned with Geothermal Rising's goals and objectives.
- Take a leadership role in coalition building, identifying issues and opportunities for collaboration across the geothermal energy field and create forums, events, working groups and convenings that build coalitions and address issues.

PUBLIC RELATIONS, MARKETING, COMMUNICATIONS AND ADVOCACY

- Serve as the spokesperson for the organization to diverse audiences; nurture positive relations with and across the geothermal energy and associated business, financing, policy and scientific ecosystems, including with media, governmental entities and the general public to advance Geothermal Rising's public profile, mission and strategies.
- Develop productive partnerships and alliances with other associations nationally and internationally and with nonprofits, business and government partners that have interests aligned to those of Geothermal Rising members.
- Articulate and continually refine Geothermal Rising's vision and mission statement to provide the context and focus for Geothermal Rising's services to the sector and advocacy of geothermal energy; develop, implement, execute and periodically update Geothermal Rising's long-range strategic plan outlining objectives, programs and success metrics.
- Review Geothermal Rising's communications materials, website, social media, rich media, written and other materials to ensure effective articulation of Geothermal Rising's mission and purpose; continually explore new and creative marketing strategies that extend Geothermal Rising's support to a broader base; create new opportunities for branding and enhancing the image of Geothermal Rising and the industry.
- Serve as an articulate and effective spokesperson, in person and in writing, to reinforce and build positive understanding of Geothermal Rising and the industry; influence government policy as it relates to funding for research and support of geothermal energy.

REVENUE GENERATION AND FUNDRAISING

- Understand the actual and prospective Geothermal Rising funding sources, including membership dues, earned revenue sources, and grants or donations from individuals, businesses and foundations; promulgate earned and contributed revenue goals, strategies, purposes and progress while actively also engaging Board and staff in driving revenue; keep abreast of external environmental factors that could affect fundraising and ensure that the organization scales spending accordingly and has financial reserves.
- Maximize long-term earned and contributed revenue; view fundraising and revenue generation as an extension of cause advocacy and organizational marketing and, in consultation with the Board and staff, create strategies to secure ongoing significant sources of private/unrestricted funds to support Geothermal Rising; ensure that all staff and Board members, all events and all Geothermal Rising resources are leveraged in the effort to increase earned and contributed revenue.
- Lead and direct all fundraising efforts as Fundraiser-in-Chief and Chief Revenue Officer; develop fundraising alliances; actively solicit philanthropic donations and earned income, in the process building ongoing relationships with corporations and other business entities, foundations, high-net-worth individuals and other donors, government funders and other sources; create special and donor cultivation events for Geothermal Rising; ensure that all outreach is tracked on an end-to-end basis.

BOARD RELATIONS:

- With the Board Chair, coordinate the efforts of various Board committees and task forces; ensure that all committees achieve objectives; encourage Board members' involvement in Geothermal

Rising's range of activities, including fundraising.

- Implement Board policies, program goals and objectives in accordance with Board bylaws; provide ongoing communication to the Board on the organization.
- Help identify and recruit new Board members whose talents, backgrounds, commitment and fundraising abilities are congruent with the needs and mission of Geothermal Rising.

### **EXPERIENCE AND QUALIFICATIONS**

The Executive Director will be a creative and innovative leader with the following types of experience and qualifications:

- Proven executive management experience within a membership organization, a business or nonprofit that provides B2B services and support; a minimum of 10 years executive experience leading the operations of an association, professional services or advocacy organization; experience supervising teams of at least 15 staff and management of similar or larger budgets; experience with governance matters (nonprofit preferred, but business governance is acceptable), external and public relations, fiscal management and strategic planning.
- A strong grasp of the practical aspects of building and sustainably funding geothermal businesses, the science behind geothermal energy, the market opportunity of geothermal and the interest groups involved. While the Executive Director is not expected to be an industry expert, this is an industry association, and credibility with business leaders will be central to this leader's success.
- Outstanding abilities to convey and communicate complex and strategic messages to a wide range of audiences through association collateral, in-person presentations and Board meetings as well as through written reports; an active listener and strategist who is comfortable receiving input from many sources, has a history of communicating effectively and persuasively in both large and small groups, and has excellent writing and public speaking skills for both formal and extemporaneous presentations.
- Demonstrated success shaping ambitious, energetic and highly effective teams that operate in a culture of mutual respect and cooperation.
- Ability to quickly analyze and formulate disparate information into sound, well-organized goals, strategies and actions; skill in adapting to change, practicing agility and flexibility as circumstances demand; willingness to travel extensively.
- Success in developing relationships with a broad range of constituents nationally; a consensus builder who can collaborate with Board, staff, members and partners; a team leader, builder and supporter; a sense of perspective and humor.

The expected compensation range for this position is \$165,000 - \$200,000 based on experience.

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