



## Director of People & Culture

**Mostly remote;  
ideally located within  
the Southeast US**



## Overview

For more than 25 years, [Dogwood Alliance](#) has worked to preserve forests in 14 states across the Southeastern United States. Through advocacy, joining with partner organizations, and community education and activism, Dogwood has conserved millions of acres of forest lands. As founder and Executive Director Danna Smith says, the work “comes from a place of love for people and our planet,” which means advocating for the people in the communities where deforestation occurs. Dogwood Alliance focuses on four areas of impact: Forests & Climate, fighting Wood Pellet Biomass, promoting Community Solutions, and Environmental & Social Justice. In what often seems like a David and Goliath battle, Dogwood has gone up against organizations like Staples, the EU Parliament, and McDonald’s.

Given the powerful work Dogwood leads in the field, it has become increasingly important to put the same energy into caring for the team itself. Dogwood is eager to welcome the first **Director of People & Culture** to the organization. The Director will be charged with strengthening the ways Dogwood values its greatest asset, the people who

comprise Dogwood Alliance. The Director of People & Culture will help align Dogwood's internal and external values of equity, social justice, and advocacy.

## About Dogwood Alliance

While everyone benefits from Dogwood Alliance's work to stop deforestation, Dogwood is particularly passionate about protecting communities where forest destruction and the wood pellet industry threaten the economic, physical, and mental health of those living near industry plants. Through community organizing and lobbying in local, state, and national government offices, Dogwood is fighting to stop abusive industrial logging in the Southeast.



Many of the worst cases of deforestation occur in communities throughout the South that have typically been under-resourced and forgotten by advocates. Dogwood Alliance fights this environmental racism and actively works to educate and organize these communities. The people living in these areas suffer from contaminated water and air, noise pollution and the decimation and loss of forests which help prevent flooding.

Even though the team working to protect the environment is relatively small (18 strong), Dogwood's work has a far-reaching impact. "Small but mighty" is a description often used by the dedicated and passionate Dogwood staff. In addition to the work Dogwood leads externally, the team is committed to social justice within the organization. Dogwood has an active Racial Justice Committee that is charged with striving for equity, which means they have a hand in guiding the organization in terms of recruitment, salary review, and leadership development.

Like so many organizations whose teams dispersed with the onset of the COVID pandemic, Dogwood is working purposefully to find new methods of meaningful team engagement. While many of the staff work in Western North Carolina, the Dogwood Alliance team is embedded across the Southeast and beyond.



[Click to watch - Our Forests Aren't Fuel: Injustice in Northampton produced by Dogwood Alliance.](#)

## The Mandate

As Dogwood Alliance's first dedicated HR leadership role, the Director of People and Culture (DPC) is tasked with developing and implementing a vision for Dogwood Alliance's human resources program. While there are existing HR systems, the DPC will expand those to create people-centered processes for recruitment and onboarding, professional development, staff retention, HR administration, and advancing workplace culture. At the foundation for all these initiatives is justice, diversity, equity, and inclusion. The Director of People & Culture must have a commitment to belonging and advocacy at the forefront of all policies, procedures, and practices.

### Recruitment and Hiring





- Oversee recruitment and hiring to attract diverse and highly qualified candidates for open positions.
- Build upon existing systems for tracking and communicating with candidates.
- Manage and improve employee onboarding to ensure that all new staff are properly integrated and prepared to excel in their roles.
- Oversee employee offboarding; participate in the exit interview process and share learnings.
- Monitor independent contractor process for compliance with legal requirements.

### **Professional Development Processes**

- Refine and manage Dogwood's performance review process.
- Review and expand on professional development programs.
- Work with supervisors to identify individual training that will enhance growth and development.
- Participate in counseling and advising of management and staff to ensure resolution of any employment issues.
- Create and /or update policies, procedures, and guidelines, as needed.

### **Workplace Culture**

- Collaborate with staff to develop and implement strategies to increase a genuine sense of belonging, including the values of diversity, equity, and inclusion within the organization.
- Partner with staff at all levels to implement strategies for employee engagement and retention.
- Support the transition from a remote to a hybrid working environment, and from an Asheville-centric base of operations to one that is distributed across the country.
- Develop and lead or support initiatives to build and strengthen team cohesion and sense of community.

### **Benefits Administration and Development**

- Lead periodic review and revision of compensation and benefits framework.
- Manage employee benefits program in partnership with the Finance & Operations team.





- Maintain knowledge of employment legislation and regulations; ensure adherence to federal, state, and local legal HR requirements; advise management on needed actions to remain compliant.
- Keep abreast of industry knowledge and trends through continuing education, engagement with professional networks, and participation in professional organizations.

## The Individual

The ideal candidate will have at least 5 years of experience as a human resources leader. The Director of People & Culture will have demonstrated experience creating engagement with a team that is working remotely. The Director will also be an advocate for and a builder of a culture of belonging where all staff feel safe to be their full, authentic selves and are supported by peers and leadership.

**HR leader.** The DPC will have a deep understanding of employment law, compliance, and HR best practices.

**Trusted counsel.** The DPC will be a partner to the Senior Management Team and will advocate for opportunities to develop and engage staff. The DPC will also maintain confidentiality and exhibit high levels of integrity and judgment.

**JEDI Champion.** The Director of People & Culture will put Justice, Equity, Diversity, and Inclusion (JEDI) at the forefront of recruiting and retention and will lead professional development for staff.

**Communicator.** The DPC will have high emotional intelligence and will be skilled in verbal and written communication. The DPC will successfully engage with vendors, staff, board, and community.

**Culture strengthener.** The Director of People & Culture truly puts people first, inspiring collaboration. The DPC lifts up the work of others and maintains balance and perspective with patience and a sense of humor.

**Problem solver.** Highly proactive style of work, with a demonstrated record of developing innovative systems to help the team work more efficiently.

**Continual learner.** The DPC is versed in all federal and state HR policies including FLSA, FMLA, COBRA, ADA, HIPAA, and EEO regulations. The DPC also pursues their own professional development and leads initiatives for staff to engage in additional development opportunities.

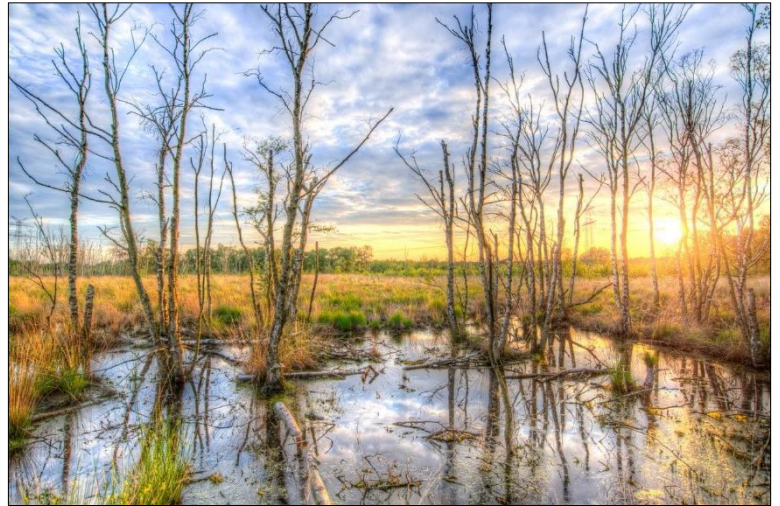




**Organizational compass.** The DPC aligns the core beliefs and values of Dogwood Alliance with HR best practices and team engagement. The DPC assures Dogwood's hiring, compensation, and retention processes are rooted in equity.

## Organizational Structure

The Director of People & Culture reports to the Director of Finance and Operations. The Director will serve as part of the leadership team and will also collaborate with Dogwood's Racial Justice Committee.



## Location

The Dogwood Alliance team has traditionally been based in Asheville, NC, however staff are now fully remote and working across the US. The Director of People & Culture will ideally be located within a half day's drive to Asheville, NC, but strong candidates will be considered regardless of location. While this role is *mostly* remote, **there will be opportunities to join the team in Asheville** several times a year for team building and strategy sessions.

**Dogwood Alliance is committed to diversity, equity, and inclusion in their communities and within their staff. They value learning from and working with people with a variety of perspectives and experiences.**

**To apply or to suggest a prospect, please contact Beth Graham or Laura Lovelace at**

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