



Wanted: A smart, creative trailblazer who is excited by the idea of working hard on behalf of an exceptional downtown business district. Someone who believes in the power of bringing people together. Someone worthy of leading one of California's most active downtown organizations with over 600 business members.

Position: Chief Executive Officer of the San Luis Obispo Downtown Association (Downtown SLO)

Location: San Luis Obispo, California

Reporting to: Downtown SLO Board of Directors

Requirements: We are looking for a leader who will:

- Passionately spear-head a progressive business organization.
- Work with our team to take on big challenges and come up with big ideas.
- Want to live in a vibrant college town that is home to a nationally ranked state university.
- Enjoy being minutes away from beautiful beaches and CA's fastest growing wine region.
- Be proud to live in one of America's Happiest Cities (National Geographic, Thrive: Finding Happiness the Blue Zones Way).

DOWNTOWN SLO:

Downtown SLO is a 501 (c)(6) nonprofit founded in 1975 whose mission is to foster an economically vibrant Downtown. Downtown SLO serves the community by working on initiatives like parking and beautification efforts, coordinating special events and the weekly Farmers' Market and supporting economic development.

The organization began as a Business Improvement Association when business owners decide to self-assess to improve the district and develop unified promotions, beautification projects, and parking programs for the downtown area.

In 1998 the organization became the Downtown Association, and in 2008 changed its organizational structure from a city advisory body to an independent 501 (c)(6) nonprofit in order to better serve our members. In 2017, the Board of Directors chose to refresh our image and brand, and now we are proud to be known as "Downtown SLO". In 2018, a complementary Friends of Downtown SLO 501 (c)(3) nonprofit was formed to better assist the organization in obtaining additional funding.

Currently we house seven committees comprised of business owners, employees and the public at large. The Board of Directors is comprised of business owners, managers, property owners, financial institutions, nonprofits, the media and higher education. Together, we strive to enrich our downtown community through beautification efforts, placemaking, and supporting a vibrant economy.

POSITION SUMMARY:

The Chief Executive Officer (CEO) will provide high profile leadership, vision, guidance and strategic direction for the programs and personnel of Downtown SLO. S/he will facilitate and lead staff and board efforts. The CEO has full P&L responsibility. The CEO will demonstrate knowledge and expertise on economic development principles, the regional economy, political environment, marketing and branding concepts, membership sales, and the opportunities and challenges to growth and prosperity of large and small downtown businesses. S/he must also demonstrate openness to ideas from a variety of sources and focus on achieving positive outcomes.



REQUIRED EXPERIENCE:

- Bachelors Degree in related field.
- A minimum of 3-5 years of professional experience which could include downtown BID management, private industry, trade associations, economic development, and/or related not-for-profit organizations.
- Proven ability to provide dynamic internal and external leadership to achieve revenue objectives, budgeted annual gross and net revenue, and other programmatic and financial goals.
- A track record of delivering results in line with the objectives of the strategic plan and demonstrated ability to develop and execute strategic business or political strategies and manage the tactical execution to achieve results.
- Demonstrated ability to develop, motivate, and build high functioning teams.
- Experience in creating and maintaining a credible, respected reputation, and high-profile presence in the community on behalf of an organization.
- Proven excellence in persuasive and engaging written and oral communication, including public speaking, with demonstrated media experience.
- Knowledge and understanding of economic development and political dynamics within a regional economy.
- Experience in soliciting and securing funding from public and private sectors.
- Demonstrated passion for the success of business and the quality of life in the community.
- Proven experience in political affairs with a track record of successfully influencing opinions of elected officials.

REQUIRED LEADERSHIP QUALITIES:

- Able to lead complex organizations to achieve company objectives. A leader who is visionary, strategic, and forward thinking.
- Excellent communication skills with ability to translate vision into reality.
- Independent self-starter with proven skills in analysis, planning, leadership, and project management.
- Focused on staying abreast of current best practices.
- Pro-active, energetic, self-assured professional with high personal integrity and ability to develop good interpersonal relationships.
- An excellent internal leader recognized for the ability to develop, motivate and build high functioning teams.
- Demonstrated skill in assembling a talented staff through recruitment and coaching to meet organizational needs.
- Able to create a climate in which others want to do their best, motivating and empowering others to fulfill a common purpose.
- Can negotiate skillfully in tough situations with both internal and external groups, in a direct yet diplomatic way.

SCOPE AND RESPONSIBILITIES:

Program Development and Management:

- Identify and create opportunities to support the downtown business community through innovative ideas and practices.
- Responsible for all strategic planning and organizational policy as developed in concert with a 16-member volunteer Board of Directors that is voted in by our membership.
- Responsible for working closely with President of the Board on planning, organizing, and executing the Board and Executive Committee meetings, as well as staff support for all standing committees.



- Aggressively develop and execute revenue growth strategies which further the mission and financial resources of the association.
- Develop a long-term strategic plan and annual business plan with measurable objectives for delivery of successful outcomes regarding events, projects, and programs; align objectives with annual budget revenue and expense projections.
- Provide oversight, support, and direction to on-going Downtown SLO programs.
- Communicate regularly to the Executive Committee and Board of Directors on programs, activities, political issues, and other items relevant to the success of the organization.
- Generate relationships and maintain effective contact with local officials as well as other business and community organizations pertinent to or aligned with Downtown SLO projects or programs.

Financial Management:

- Oversee the general finances of Downtown SLO.
- In concert with accounting management, the Board Treasurer and the Executive Committee of the Board, develop an annual budget for operations that delineates projected revenues and expenses and balances the strategic direction and long term fiscal health of the organization.
- Lead, direct, and develop Downtown SLO's fundraising strategies.

Public Policy Development and Public Relations, Marketing:

- Represent and promote the association and its policies and objectives in a variety of public forums, including with the local government elected leaders, partnering organizations, individual businesses, and the media.
- Develop strategic direction and execute strategies related to marketing and communications to mobilize and educate members and further the visibility of Downtown SLO in the community.
- Oversee development of marketing messages, collateral materials, and website content.

Personnel Management:

- Oversee the management of the eight full-time and part-time staff that currently make up the Downtown SLO team including hiring, terminations, performance reviews, salary and benefits administration, policy, and general supervision.
- Coach and develop the internal leadership team to attain consistent, highly effective performance.
- Develop and implement continuous improvement initiatives, better business practices, and an organizational structure that will optimize performance and operating results. Support a commitment to professional development for the team and the CEO.
- Promote a working environment of excellence, with a focus on external and internal collaboration and professional standards. Ensure that the team has the authority, training, and support to successfully complete all tasks, and that decision making and problem solving are encouraged at all levels of the organization.

PERSONAL ATTRIBUTES:

- **Key Characteristics:** Trustworthiness, professional, highly developed interpersonal and communication skills, results oriented, global thinker, diplomatic, ability to multi-task, strong public communication skills, open-minded to differing views, persuasive, quick thinking, outgoing and approachable, excellent time management skills, strong leadership ability, conflict resolution skills, negotiation skills, and ability to influence.



- **Industry Acumen:** Knowledgeable in current and burgeoning practices, trends, and other information affecting Downtown viability and business sectors. Understands the competitive and economic issues; aware of the political landscape for change and how collaborative strategies amongst organizations work in the marketplace.
- **Member Focus:** Dedicated to meeting the expectations and requirements of downtown businesses, effectively communicates the value of Downtown SLO programs and services; talks and acts with member businesses in mind; establishes and maintains effective on-going relationships with board members and district businesses and gains their trust and respect.

WORK CONDITIONS:

The work conditions for this position will include:

- Busy, open area office; frequent interruptions and interaction with wide variety of people on various issues.
- Ability to communicate orally with members, stakeholders, and other co-workers is crucial.
- Must be comfortable speaking in public.
- Projects and assignments often involve deadlines, which may cause stress and require long hours.
- Extended periods of sitting and extensive work at a computer and phone are normal.
- Completion of project assignments require intense concentration and attention to detail.
- Dexterity of hands and fingers to operate a computer keyboard, mouse, and other devices and objects.
- No heavy lifting is expected, though occasional exertion of up to 10 lbs. of force may be required.
- Physically able to participate in training sessions, presentations, and meetings.
- Travel is primarily local during the business day, although out-of-the-area and overnight travel is occasionally required for meetings and conferences.
- This is a full-time position and requires frequent early morning, evening, and weekend work.

COMPENSATION:

The CEO is an exempt position. Salary will be \$90k per year.

Benefits include personal leave, sick leave, medical insurance, retirement contribution, and paid vacation time.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

CONTACT INFORMATION:

To Apply: Please send a cover letter, resume, references and application (found at DowntownSLO.com) to careers@cvelop.net.

Incomplete packets will not be considered.

All inquiries and submissions **must** be received by **5pm PDT, Tuesday, July 31, 2018.**

If you have questions, please submit all inquiries to: careers@cvelop.net.

Check out DowntownSLO.com to learn more about our organization and team.



Application for Employment

An Equal Opportunity
Affirmative Action
Employer

Position Applied For:

Date:

Return completed application and resume to: careers@covelop.net

General Information

Name: Last, First, Middle Initial	
Address: Number, Street, Apartment or Space Number	Cellular Telephone
City, State, Zip Code	Home Telephone
E-mail	

Where did you learn of this opening?

Are you willing to work:

Full Time.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Temporary.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Part Time.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Weekends & Holidays.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No
			Nights.....	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Education and Training

High School Graduate Yes No

Receive G. E. D.? Yes No

Name and location of Trade or Vocational Schools, Colleges, Universities, Apprenticeship or Training Programs Attended	# of Units		List Degrees or Certificates Earned	Graduated		Major
	Sem.	Qtr.		Yes	No	

If this position requires a specific license or certificate, please indicate.

Certificate of Training or Professional Registration	License or Registration No.	Date Issued/Expires
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Typing WPM

Computer Skills; List programs in which you are proficient:

ADDITIONAL INFORMATION

Provide any additional information pertinent to this position. Include affiliations, volunteer activities, certificates of professional or vocational competence or licenses or the ability to use specialized tools or equipment or office machines related to the job.

Name

Experience

List all periods of employment and unemployment starting with the most recent and working back. Indicate any discharge or forced resignation. List periods of U.S. Military Service and previous service with Downtown SLO regardless of when they occurred. List separately different positions with the same employer. Give complete information— **A RESUME DOES NOT SUBSTITUTE FOR THIS SECTION.** If you need additional space you can e-mail additional sheets, using this format.

From	To	Title
Company or Employer's Name, Address & Phone		Duties of Your Position
Name and Title of Supervisor		Number of hours worked per week
Reason for leaving or wanting to leave if presently employed?		Number of employees you supervised
Currently employed? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, may we contact present employer? <input type="checkbox"/> Yes <input type="checkbox"/> No		
From	To	Title
Company or Employer's Name, Address & Phone		Duties of Your Position
Name and Title of Supervisor		Number of hours worked per week
Reason for leaving?		Number of employees you supervised
From	To	Title
Company or Employer's Name, Address & Phone		Duties of Your Position
Name and Title of Supervisor		Number of hours worked per week
Reason for leaving?		Number of employees you supervised
From	To	Title
Company or Employer's Name, Address & Phone		Duties of Your Position
Name and Title of Supervisor		Number of hours worked per week
Reason for leaving?		Number of employees you supervised
From	To	Title
Company or Employer's Name, Address & Phone		Duties of Your Position
Name and Title of Supervisor		Number of hours worked per week
Reason for leaving?		Number of employees you supervised

CONDITIONS OF EMPLOYMENT

Before date of hire, applicant may be required to pass a physical examination and will be required to

- submit proof of U.S. Citizenship or legal right to remain and work in the U.S.
- submit proof of age
- be fingerprinted
- divulge criminal history