

SoMa West Community Benefit District

Position Description

Title: Executive Director

Reports to: Board President & Board of Directors

Supervisory Responsibility: All staff and contractors

Status: Full Time Regular Employee

Position Summary

The SoMa West Community Benefit District Board of Directors seeks a dynamic and visionary Executive Director to lead this new organization in meeting its goals and objectives to improve one of the most vibrant yet challenging neighborhoods in San Francisco. The Executive Director will be responsible for leading, managing and evaluating community improvement and beautification projects, marketing and promoting the district, ensuring sound finances and internal systems, cultivating and strong relationships with stakeholders, funders, community members, City agencies and elected officials, and developing new programs to further the mission of SoMa West Community Benefit District (SWCBD).

The ideal candidate will be a charismatic, visionary and creative leader who can motivate others to achieve common goals, values interacting and collaborating with a broad and diverse constituency, and shares a passion for the mission of SWCBD and the neighborhood it represents.

The Executive Director (ED) is the chief executive officer of the SoMa West Community Benefit District (SWCBD) and reports to the President of the Board of Directors. Policies governing the SWCBD are set by the Board of Directors. The 9-25 Board members represent property owners, businesses, residents and the community at large within the district boundaries (as defined by the management plan and bylaws).

The SWCBD is a 501(c)3 non-profit organization. It serves the interests and works to improve the area within the district boundaries and nearby. The district was formed by legislation approved by Board of Supervisors in February/March 2019. There are approximately 2,765 parcels with the district encompassing roughly 100 square blocks. The district boundaries are roughly Mission Street on North, Van Ness on West, Division/Townsend on South, and 5th/6th Streets on East. These parcels are owned by property owners that pay annual assessments of approximately \$3.7mil year 19-20 to support the work of the organization as required by the management plan (cleaning, safety, and beautification improvements, marketing, administration and management). This budget is further augmented by funds raised from other sources other than property assessments for which the Executive Director is responsible to raise.

The SoMA West CBD's Mission is to:

- Advance the quality of life and community cohesion for residents, businesses, workers, and visitors in the SoMa West neighborhood.
- Foster a safer and more secure community.
- Enhance environmental quality and beauty.

- Reinforce the viability of our economic base while embracing the community that makes SoMa West so unique.
- Strengthen and advocate for the community both in the present and for our future as a unified body.

More about the organization can be found at www.somawestcbd.org.

The Executive Director is responsible for conducting the regular business operations of the SWCBD, subject to strategic direction and guidance from the Board of Directors. The ED is responsible for assuring the delivery of the services and programs outlined in the management plan, meeting the SWCBD's financial objectives and providing a framework and guidance to the Board of Directors in formulating objectives and decisions of general policy, though ultimate control remains with the Board of Directors.

The Executive Director is also responsible for general administration, including planning and program development, budgeting and financial and accounting functions, services management and delivery, fundraising and marketing, communications with members and providing support to the Board of Directors and the SWCBD's committees.

Responsibilities & General Duties

Leadership & Management:

- Assure the SWCBD has a strategy, measurable objectives and the relevant work plan to achieve its mission.
- Ensure ongoing local programmatic service delivery (Cleaning, Safety, Beautification, Marketing, Public Realm Improvements, Advocacy) and excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; marketing and advocacy, recommend timelines and resources needed to achieve the management plan and strategic goals
- Actively engage and energize SWCBD staff, volunteers, board members, City representatives, committees and their members, alumni, partnering organizations, stakeholders and funders.
- Develop, maintain, and support a strong Board of Directors: serve on of each committee, seek and build board involvement with strategic direction for both ongoing operations.
- Hire, manage and evaluate SWCBD staff, vendors or contractors. Ensure effective systems to measure performance progress, and regularly evaluate program components, and report on such measurements and evaluations to the Board of Directors and/or Committees.

Finance, Administration and Management:

- Operate the organization as an effective business entity, in compliance with the management plan, federal, state and local regulations and insure and work to improve its financial health.
- Maintain official records and documents to ensure legal compliance
- Develop annual budget.
- Produce mid-year and annual reports or other requirements as required by City contract.
- Oversee preparation of regular financial reports for Board of Directors.
- Insure preparation of annual informational tax returns (990 and 199)
- Oversee the successful completion of assignments by contracted vendors.
- Help identify and recruit new leaders to join Board of Directors or committees.

- Insure all Board and Committee meeting agendas are drafted and posted
- Maintain compliance with Brown Act, Sunshine Ordinance and other Public Records requirements of the organization.
- Issue regular electronic communications to keep SWCBD members informed about accomplishments and matters that affect members.
- Process checks, payables, collect receivables, payroll and other accounting and financial functions.
- Develop best practices procedures for fiscal, administrative and governance management.
- Supervise all staff, contractors and vendors.
- Represent the organization at the BID/CBD/TID Consortium and other neighborhood or City department meetings as required.

Fundraising & Communications:

- Expand local revenue generating and fundraising activities to support existing program operations and regional expansion while simultaneously retiring building debt.
- Build new partnerships to broaden the SWCBD's resources.
- Maintain a working knowledge of significant developments and trends in areas that affect immediate neighborhood and the SWCBD members.
- Establish and maintain effective work relationships and cooperative arrangements and agreements with City agencies, elected officials and other neighborhood organizations to help achieve SWCBD's management plan.
- Represent the SWCBD's programs and point of view and accomplishments to public agencies, other organizations and media.
- Interact and respond to community members' questions and issues as required.
- Deepen and refine all aspects of communications—from web presence and social media to external relations with the goal of creating a stronger brand
- Use external presence and relationships to garner new opportunities

Planning & New Business:

- Complete the strategic business planning process
- Begin to build partnerships and establish and improve relationships with funders, and political and community leaders
- Be an external local presence that publishes and communicates program results with an emphasis on the successes of the local program as a model for improvement and community building.

And any other duties as designated by the Board of Directors.

Qualifications

The ED will be thoroughly committed to the SWCBD's mission. All candidates should have proven leadership, administration and management, relationship building and communication experience. Concrete demonstrable experience and other qualifications include:

- Bachelor's degree from an accredited college or university. (MPA or advanced degree a plus).

- 5 years of senior management experience; track record of effectively leading projects, an outcomes-based organization and staff; organizational start up experience a plus.
- Experience working with San Francisco government agencies is a plus and knowledge of San Francisco's elected and appointed officials and City Departments.
- Experience managing finances and accounting of organization.
- Property management experience a plus.
- Ability to effectively manage time and priorities and manage multiple projects simultaneously.
- Unwavering commitment to quality programs and program evaluation
- Excellence in organizational management with the ability to manage numerous contractors or staff, set and achieve strategic objectives, and manage a budget
- Past success working with a Board of Directors and Committees with the ability to cultivate existing board member relationships
- Experience with Community Benefit Districts, Business Improvement Districts or other improvement associations and groups a big plus.
- Experience with Brown Act, Sunshine Ordinance or public records laws a big plus.
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning
- Ability to work effectively in collaboration with diverse groups of people
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed
- Experience managing marketing, website, fundraising, communications, social media etc.
- Computer skills and proficiency working with basic software, MicroSoft Office, e-mail proficiency, document management, database management and QuickBooks or other accounting software.

Compensation

Salary for this position starts in the range \$150,000-\$200,000 plus performance bonus and is dependent on experience and qualifications. A competitive healthcare and benefits package is included.

Application Process

Applicants should send a resume and cover letter describing their qualifications and interest in the position to applications@swcbd.org. Resumes without cover letters will not be considered.