



CARMICHAEL

The Carmichael Improvement District is searching for an **Executive Director**. If you are an independent, organized thinker, enthusiastic with a passion to make a difference, enjoy meeting people and developing relationships, and have a knack of business and financials, this position may be for you.

Application Process

Please review and respond to the attached job description. This a full-time, “at- will,” FSLA Exempt employment opportunity. It is important that your application package show all relevant education, training, experience, knowledge, abilities, and skills you possess that qualify you for the described position.

Applications are being received through **5:00 PM Tuesday, October 5, 2021**

Please submit a cover letter addressing your qualifications against our requirements, a resume of past employment history and at least three professional references to:

info@discovercarmichael.com

Qualified candidates will be contacted for interviews. In event the District’s Executive Committee determines a candidate to recommend for board action, the job start date would be late November to early December, to be discussed and determined with the candidate and current staff and board leadership.

Useful detail and background on the District may be found on our website at: discovercarmichael.com



CARMICHAEL

POSITION TITLE: EXECUTIVE DIRECTOR

OVERSEES: Contract Service Providers / potential future auxiliary staff, and volunteers as needed.

POSITION SUMMARY

The role of the Executive Director (ED) position is to lead, facilitate, and motivate stakeholders and volunteers to accomplish all the Carmichael Improvement District, Inc. (CID) objectives as outlined in the mission statement, By-Laws, Management District Plan (MDP), and our County of Sacramento Implementation Agreement.

Subject to the direction of the Board of Directors, with or without paid staff, the ED supervises, directs, and manages the day-to-day business and management of the owner's association which manages the Property and Business Improvement District (PBID) under agreement with the County. While the ED has other duties and powers as may be conferred by the Board of Directors, the person holding this position makes the decisions necessary and/or appropriate for the effective and efficient day-to-day management of the organization.

As an owner's association, our core purposes are to deliver "Clean and Safe" services, encourage positive changes in our streetscape and area image, and foster economic prosperity within this central district of the Carmichael community.

POSITION ENVIRONMENT

The business corridor of Carmichael, an unincorporated area of suburban Sacramento County, is a stable, accessible, well-positioned, and emerging environment in a California county of 1.5 million+ residents. After years of service to its community, the Carmichael community is in the midst of a renaissance with the help of private-public investment.

Significant streetscape, transportation, and infrastructure improvements have, and continue to take place as important components of the core's revitalization. Our service area features over 800 merchants in the service, retail, restaurant, education, apartment, and recreation industries. Over three-hundred property owners and encompasses over 600 acres. The district was recently renewed for an additional ten (10) years of funding and the boundaries were expanded to include more of the commercial corridor.



CARMICHAEL

TASKS AND RESPONSIBILITIES

Leadership and Planning

- Provide leadership in the implementation and enhancement of the MDP through quantifiable objectives and goals consistent with the organization's mission statement.
- Ensure that all requirements of the PBID management implementation agreement with the County are fulfilled in a timely and professional manner.
- Develop additional funding sources, e.g., grants and sponsorships, to augment the organization's assessment revenues as required under agreement.
- Serve as the organization's chief spokesperson and primary advocate representing the organization with media, government agencies, associations, and other public organizations.
- Stay abreast of developments in the place management/downtown revitalization industry. Research successful BID programs and introduce new ideas to further the development of the organization.
- Facilitate consistent, informative communication and effective outreach to the organization's Board of Directors, property and business owners, government agencies and other constituents. Create awareness and build consensus for the District's activities, programs, and services.
- Read the daily patrol service incident reports and proactively initiate and follow through on property condition and management factors resulting in measured reduction of impacts and incidents.
- Oversee the planning, implementation, and follow-up of Board and Committee meetings, task forces, presentations, and special events. Coordination of Board agendas, meetings, minutes, board orientation efforts, conflict of interest policy statements, correspondence, and compliance with the Ralph M. Brown Act and other requirements.

Administration and Management

- Direct and evaluate regular contract service delivery of safety patrol and maintenance functions within district service area.
- Provide leadership and assure performance of the PBID objectives.
- Oversee the creation, organization, and implementation of administrative, management, and occasionally financial systems, which maximize the organization's operating efficiency and accountability.
- Create a communication infrastructure to connect, inform, and engage assessment payers, businesses, and the greater community across multiple platforms and media types.
- Oversee the development and execution of customer service programs, establishing PBID customer service protocols.
- Prepare annual PBID and individual project and program budgets. Monitor budget variances and facilitate regular budget and other finance-related reports.
- Oversee the preparation and distribution of monthly, quarterly, and or annual reports and newsletters analyzing the progress of organization projects, programs, and operations.



CARMICHAEL

- Attract, manage, and train a highly qualified volunteer staff to carry out the organization's support programs and objectives.
- Receive and process District assessment collection and maintenance of comprehensive property owner and assessment databases.
- Research, negotiate, monitor, and manage all contracts, e.g., insurance, service provision, fee agreements, on behalf of the organization.
- Any other tasks assigned by the Board of Directors relevant to achieving the objective and the purpose of the position.

Environmental Enhancements

- Provide leadership to ensure the achievement of all program goals and objectives, which may include but are not limited to:
 - Maintenance of portions of public spaces, streets & sidewalks, parking lots.
 - Streetscape enhancements
 - Public safety patrol implementation
- Manage and mitigate the impacts of transient activity across the properties of the District's service area demonstrating sustainable progress.
- Support and facilitate connections between homeless advocacy organizations and underserved populations active within District service area.
- Monitor the effectiveness of public-service programs and oversee the development and implementation of tracking and reporting systems.
- Provide leadership and support to oversee the activation of public spaces within the District boundaries.

Marketing, Business Development, and Events

- Provide leadership to ensure the achievement of goals and objectives set forth in a yearly action plan, which may include, but are not limited to:
 - Market research and surveys
 - Marketing, communication, public relations, and advertising activities
 - Business recruitment and development
 - Collateral materials
 - Website and social media
 - Other programs as developed
- Provide leadership to ensure business recruitment and retention efforts reach all program goals and objectives.
- Provide leadership and support for event operations including:
 - Commitment to high quality specials events
 - Event sponsorship outreach
- Monitor the effectiveness of all programs and oversee the development and implementation of tracking and reporting systems.



CARMICHAEL

Special Projects

- Oversee the development of special projects which enhance the environment of the District.
- Oversee the planning, development, and coordination of inter-agency community and field initiatives to secure routine and special projects that facilitate the District's mission.
- Oversee the development, execution, management, and evaluation of initiatives to secure sponsorships and grants.
- Develop, support, and promote new third-party partnership programs, which enhance the District environment.
- Identify business opportunities for District revitalization.
- Generate new business leads for District.

POSITION SPECIFICATION

Education & Experience

A combination of education and/or experience that would likely provide the required knowledge and abilities is qualifying:

- Education - A Bachelor's degree with an emphasis in general recreation activities, community services or non-profit administration is preferred.
- Experience - Two years of progressive work experience in designated program area, with at least twelve months supervisory or assistant supervisory capacity, is preferred.

Knowledge and Skills

Applicants who have demonstrated the following skills and knowledge will be highly regarded by the search committee:

- Creative, entrepreneurial leader with the ability to articulate and implement a clear vision for the organization
- A leader who believes they are part of the team, and is willing to help whenever and wherever needed
- Skilled consensus builder, able to work well within the framework of a complex and politically sensitive public-private sector environment with a broad cross-section of personalities
- In-depth understanding of the wide range of issues facing business improvement districts, as well as knowledge of successful programs in other districts that have addressed these issues
- Effectively facilitate multiple projects while simultaneously meeting deadlines
- Demonstrate proven integrity and sound judgment
- Excellent oral and written communication skills
- Proficiency in computer skills, and Microsoft Office Suite
- Language skills:
 - Ability to read, analyze, and interpret common scientific and technical journals, financial reports and legal documents



CARMICHAEL

- Ability to respond to common inquiries or complaints from customers, regulatory agencies or member of the business community
- Ability to write speeches and articles for publication that conform to prescribed style and format
- Ability to effectively present information to top management, public groups and/or boards of directors
- Mathematical Skills:
 - Ability to work with mathematical concepts such as probability and statistical inference, fundamentals of mathematics and all mathematical skills needed to be successful in this position
- Reasoning ability:
 - Ability to define problems, collect data, establish fact, and draw valid conclusions
 - Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables
- Physical demands listed here are representative of those that must be met to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:
 - Stand, walk, sit, stoop, kneel, crouch or crawl, and ability to lift 45 lbs.
 - Reach with hands and arms
 - Talk and hear
 - Close vision, distance vision, and color vision

SALARY

Position will be classed Full-Time, at-will, FSLA-Exempt due to its professional and managerial nature. Range of \$72,000-\$90,000 annual compensation, negotiable with demonstrated experience and skill. Nine (9) paid holiday annually with paid time off provided per standards, excepting July 4th.