



## **DISCOVER SAN PEDRO / SAN PEDRO PROPERTY OWNERS ALLIANCE EXECUTIVE DIRECTOR JOB DESCRIPTION**

### **About the Organization**

San Pedro Property Owners Alliance (SPPOA) is the administrator of the San Pedro Historic Waterfront Business Improvement District, a non-profit 501 © (6) corporation. Under a contract with the City of Los Angeles, the SPPOA provides services for the benefit of the stakeholders within its District. Those services include public safety, sanitation, beautification, tourism, marketing, and new business development (i.e. attracting residents and businesses).

The SPPOA promotes itself externally as "[Discover San Pedro](#)" and it is one of San Pedro's most active channels of [promotion](#).

### **Position Overview**

The SPPOA is currently seeking an Executive Director. Based on the goals set forth by the SPPOA's Management District Plan and the organization's Board of Directors, the Executive Director will oversee a team of staff and contractors that perform the aforementioned services; create and promote downtown activities; work in the best interests of District residents and property owners; and serve as a listener, collaborator, visionary, facilitator and coordinator of SPPOA services and operations.

The Executive Director will broaden and deepen public awareness of the downtown and waterfront assets and activities, and act as a liaison and partner to organizations, businesses and visitor-serving attractions within the District. The Executive Director will coordinate and facilitate initiatives to attract business, residents, and visitors to the District; help the City of Los Angeles keep the District area safe and well-maintained; and promote economic development, beautification and historic preservation.

The Executive Director also represents the community and organization locally, regionally, and nationally. They will serve as a liaison with the City of Los Angeles, Port of Los Angeles, the San Pedro community, Los Angeles County, and the State of California.

The Executive Director will principally be accountable to the President of the Board of Directors and secondly to the Board of Directors Executive Committee.

## **Essential Responsibilities**

- Facilitate and coordinate activities of the SPPOA Association’s working committees.
- Manage all administrative aspects of the organization, including but not limited to: developing and maintaining appropriate data, record-keeping, accounting and service/project documentation systems; developing and monitoring budgets and expenditures; preparing committee and monthly Board meeting agendas (in accordance with the Brown Act); ensuring the delivery of ongoing SPPOA services (including street cleaning, graffiti abatement, security services, and more); and providing monthly reports to the Board of Directors regarding the status of projects, activities, and developing issues.
- Oversee all operational, financial, and promotional aspects for the District’s fleet of rubber-tire trolleys, the primary means of public transportation throughout the entire District. It’s important to note that the Port of Los Angeles (Los Angeles Harbor Department) is the largest [assessment] contributor to Discover San Pedro and serves a number of [major cruise lines](#). With ~150 sailings in CY2022, the volume of cruise passengers is substantial and growing. An effective Discover San Pedro trolley system can help circulate those travelers and crew members into the District. West Harbor, a \$150M visitor-serving commercial development opening in 2024-2025 is also under construction and will be a third point of triangulation between the downtown area and cruise ship facilities. Candidates with experience in public transportation operations are strongly encouraged to apply.
- Oversee other District assets, including security camera systems, and proper use and maintenance of the outdoor restaurant dining parklets established by the SPPOA during the COVID-19 pandemic.
- Develop strategies and partnering opportunities for downtown economic development, beautification, and historic preservation.
- With the Board of Directors and Committees, create an annual Action Plan for the year ahead -- including budget allocations – and present to City of Los Angeles auditors for review/discussion/approval.
- Develop and conduct public awareness and education programs, keeping these initiatives highly visible through speaking engagements, website updates, newsletters, and media interviews/appearances.
- Provide advice and guidance to individual District tenants or property owners regarding physical improvements and any issues relative to following City ordinances.
- Provide advice and information to District stakeholders, continually encouraging stakeholder participation in District events. Also, promote District offerings, benefits and stakeholder services through the “Discovery San Pedro” website, newsletters, social media, media relations, and advertising.

- Develop and implement efforts to attract visitors to the District. In many instances, working closely and collaboratively in partnership with SPPOA's Board Committees and District stakeholders.
- Build productive and positive working relationships with public agencies at the local and state levels.
- Participate in appropriate community organizations and events; and recruit, cultivate and coordinate an active volunteer force.

### **Qualifications**

The ideal candidate will be a dynamic self-starter with demonstrated management and professional work experience in, or exposure to, a variety of areas that include but not be limited to: budgeting, finance, tourism, advertising, public relations, media interaction, annual planning, business administration, restaurant/retail/tourism/hospitality, volunteer or nonprofit administration, public transportation, fundraising/grant proposal writing, and business development.

The ideal candidate will be sensitive to design and preservation issues, with a professional demeanor that is communicative, entrepreneurial, energetic, imaginative, well-organized, and accountable to local stakeholders and the City of Los Angeles.

The ideal candidate will have excellent verbal and written communication, organizational, and project management skills. Strong computer skills, including proficiency with the basic Microsoft Office Suite (Word, Excel, and PowerPoint), are essential.

Education and Experience Requirements include a Bachelor's degree from an accredited four-year college or university with coursework in economic development, community development/planning, public administration, business or nonprofit management, real estate development, marketing, or a related field, and five (5) years of progressively responsible experience in one or a combination of the above-referenced fields.

The candidate must possess a valid California Driver's License and provide his/her own reliable transportation to commute to the SPPOA's downtown San Pedro office, local events, meetings, and other necessary travel needs.

The candidate must maintain high visibility in the District. Telecommuting is only sporadic or on a limited basis, and dependent on the Executive Director's responsibilities.

A familiarity of the San Pedro community is greatly desired; demonstrable experience in the candidate's capabilities to enter a new community environment, engage with stakeholders, and develop strong, productive relationships, is also acceptable.

### **Compensation**

This is a full-time exempt position. Salary is in the range of \$100,000 and negotiable based on professional qualifications. The SPPOA's comprehensive benefits package offers medical, dental, and vision health insurance coverage, as well as paid vacation, sick days, and holidays.

### **Application Procedure**

Please submit your job application, supplementary questionnaire, and at least two professional references to [info@sanpedrobid.com](mailto:info@sanpedrobid.com).

Top candidates will advance to in-person interviews, with the goal of bringing a new leader to the team by January 1, 2023 -- or sooner.

# # #