

POSITION DESCRIPTION

COMPANY	Downtown SLO (San Luis Obispo Downtown Association)
LOCATION	San Luis Obispo, CA
JOB TITLE	Chief Executive Officer (full-time)
REPORTS TO	Board of Directors



APPLICATION DEADLINE October 9, 2023; submit cover letter and resume to CEOsearch@downtownslo.com

Seeking a smart, creative trailblazer who is excited by the idea of working hard on behalf of an exceptional downtown business district with more than 500 members. Someone who believes in the power of bringing people together. Someone worthy of leading one of California's most active downtown organizations who will:

- Passionately spear-head a progressive business organization.
- Lead a 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's mission is to foster an economically vibrant Downtown. The organization began as a Business Improvement Association in 1975 when business owners decided 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 501c6 non-profit in order to better serve its members. A 501c3 nonprofit arm, Friends of Downtown SLO, was established in 2018. The Board of Directors includes business owners, managers, property owners, financial institutions, nonprofits, the media and higher education. Together, we strive to enrich our downtown community through producing and promoting events, beautification efforts, placemaking, and supporting a vibrant economy. The organization is responsible for producing the weekly year-round Thursday Night Farmers' Market, summertime Concerts in the Plaza, the annual Holiday Parade, Holiday Plaza Lights and Sights featuring Santa's House, Sip'n'Saunter, and other events.

POSITION SUMMARY:

The Chief Executive Officer will provide high profile leadership, vision, guidance and strategic direction for the programs and personnel of Downtown SLO. The CEO will facilitate and lead staff and board efforts. The CEO has full P&L responsibility. The CEO will be the face of the organization and will work closely with the City to execute on the City and the Organization's downtown vision.

REQUIRED EXPERIENCE:

- Bachelor's Degree.
- A minimum of 3-5 years of professional experience which could include downtown BID management, nonprofits, private industry, trade associations, economic development, or municipal government agencies.
- 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 organizational 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.
- Proactive, 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 on by our membership.
- Responsible for working closely with the Board Chairperson 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 ongoing 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 the bookkeeper, the Board Treasurer and the Finance Committee, 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 and earned revenue 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 8 full-time and 6 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.
- 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: Trustworthy, professional, highly developed interpersonal and communication skills, results oriented, global thinker, diplomatic, ability to multitask, 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 a wide variety of people on various issues.
- 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 requires 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 may be required for meetings and conferences.
- This is a full-time position and requires frequent early morning, evening and weekend work.

ORGANIZATIONAL VALUES:

- We help people and business grow and thrive
- We foster a feeling of belonging
- We create community
- We like to bring people together
- We celebrate diversity
- We practice optimism
- We are resilient
- We actively promote a walkable, bike-able, accessible community
- We cultivate sustainability
- We value the outdoors and respect our natural environment
- We believe that a thriving economy depends on authentic connection

COMPENSATION:

- Base Salary Range of \$100,000 - \$125,000 annually plus performance-based bonus on organizational and individual performance
- Medical/Vision/Life Dental
- Simple IRA – 3% Matching Contribution
- Reasonable business expenses
- Parking Pass
- Holidays 12.5 paid plus one floating holiday
- 15 paid vacation days; 24 hours sick time

To apply for this position, send a cover letter and resume to CEOsearch@downtownslo.com. Downtown SLO is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. Application deadline: October 9, 2023.