



EXECUTIVE DIRECTOR JOB DESCRIPTION

About the Ocean Avenue Association

The Ocean Avenue Association (OAA) is a nonprofit 501c3 Community Benefit District (CBD) dedicated to keeping Ocean Avenue clean, safe, and vibrant. We provide daily cleaning and maintenance, improve street safety, promote local businesses, organize community-building events, steward public art and gardens, and advocate for a thriving commercial corridor.

In July 2025, over 70% of property owners voted to renew and expand the OAA for the next 15 years. The [boundary of the OAA](#) includes Ocean Avenue from Manor Drive to Interstate 280 (on the northern side) and Victoria to Lick-Wilmerding High School near Geneva (on the southern side) in Ocean View - Merced Manor - Ingleside (OMI). Starting in January 2026, operations will extend to Ocean Avenue in Lakeside Village between 19th Avenue and Junipero Serra Blvd.

The OAA is governed by a Board of Directors representing property owners, merchants, and community members.

Position Summary

The OAA seeks a strategic, hands-on Executive Director (ED) to lead the organization through its next phase. The ED oversees daily operations, staff and contractors, program delivery, finances, and compliance. The ED will advance economic vitality, safety, and beautification efforts while serving as the primary advocate and spokesperson for Ocean Avenue with city agencies, elected officials, community partners, and the media.

Key Responsibilities

Leadership and operations:

- Provide day-to-day management of staff, contractors, and services to ensure high-quality, responsive operations.
- Implement the [management plan](#) and advance the Board's strategic priorities.

Strategic planning and program delivery:

- Partner with the Board to set goals, metrics, and long-range strategies.
- Oversee cleaning, safety, economic development, beautification, events, and marketing programs aligned with the OAA mission and bring footfall to Ocean Avenue.

Economic and business development:

- Support existing merchants and attract new businesses.
- Develop initiatives that increase corridor vitality, foot traffic, and investment.

Financial management and reporting:

- Manage an annual budget of \$460,254 including \$435,089 of assessment revenue.
- Oversee financial reporting, audits, bank accounts, and compliance with all regulations and City contracts.
- Produce clear annual reports showing impacts for both OMI and Lakeside Village.
- Work closely with external accountant and bookkeeper on invoices, payments, and tracking of grants.

Fundraising and grant management:

- Lead fundraising efforts including identifying grants, preparing applications, and stewarding relationships with funders.
- Ensure timely and accurate reporting to grantors.

Stakeholder and community engagement:

- Build strong relationships with merchants, property owners, board members, community groups, elected officials, city agencies, schools, and volunteers.
- Maintain high visibility on the corridor – including weekly merchant visits – and follow-up promptly on requests and concerns.

Marketing, promotion, and events:

- Lead efforts to promote local businesses and Ocean Avenue's unique identity.
- Write the newsletter, website, social media, printed collateral, and organize public-facing events that bring footfall to the corridor.

Advocacy and representation:

- Serve as the primary representative of the OAA with city officials, public agencies, media, and other relevant parties.
- Advise and advocate on issues impacting the corridor such as safety, transportation, economic development, and streetscape improvements.

Required Qualifications

- **Leadership:** Minimum 5-years of experience leading and motivating staff, managing a nonprofit and/ or community-based organization of a similar scope and size.
- **Community engagement:** Demonstrated success working with diverse communities and stakeholders including people of all racial, ethnic, and socioeconomic backgrounds, ages, and sexual orientations.
- **Financial management:** Strong budgeting, forecasting, and financial oversight skills.
- **Fundraising:** Proven ability to secure and manage City and private grants, including compliance, tracking, and reporting on impact.

- **Communication:** Excellent written and verbal communication skills including public speaking and presentations.
- **Strategic thinking:** Ability to collaborate with a Board to develop and execute a strategic plan.
- **Local knowledge:** Familiarity with the Ocean Avenue OMI and Lakeside Village neighborhoods or similar commercial corridors.
- **Advocacy skills:** Experience working with government agencies and navigating local political environments to advocate for the needs of a community.

Preferred Qualifications

- Bilingual, Spanish and/or Cantonese speaking preferred but not required.
- Proficient with computer applications, such as Word, Excel, and PowerPoint.

Leadership Characteristics

The ideal ED is visionary yet practical, politically savvy, community-minded, and exceptionally collaborative. They are comfortable working flexible hours to support events and meetings. They are an effective ambassador for the commercial corridor in a broad range of venues.

Anticipated Salary: \$100,000 to \$120,000 (with benefits) commensurate with experience.

Application Process

By the deadline of February 3, 2026, please send your cover letter and resume to the Ocean Avenue Association (OAA), with the subject line Executive Director Application, by e-mail to the OAA Board Chair, Kath Tsakalakis, Kath@trefo.com. In your cover letter, please address why you think you are a good fit for the OAA, and provide contact information for 3 professional references.