



## Executive Director Job Announcement/Description The Downtown San Rafael Business Improvement District

**Title:** Executive Director

**Classification:** Part-time, non-Exempt, 20-25 hours per week

**Reports to:** BID Board of Directors

**Supervises:** All BID outsourced contractors

### POSITION SUMMARY

The San Rafael Business Improvement District (BID) seeks a dynamic, entrepreneurial, and results-driven leader. The BID is focused on improving the long-term economic success of Downtown San Rafael businesses through focused, event development and activation, thought leadership, real estate beautification and revitalization, relationship building and creative placemaking that engages diverse stakeholders throughout the Downtown community. The ideal candidate will be an action-oriented leader with a clear track record of success and deep expertise in strategic execution, business relationship management, space activation strategies, program and event management, stakeholder engagement, brand management, and strategic communication.

Reporting to the Board of Directors, the BID Executive Director provides vision and guidance to the organization and is responsible for leading and managing a comprehensive array of programs. The BID Executive Director is responsible for overseeing the administration, finance, communications (including community outreach), events management and strategic plan of the organization. The ED is responsible for ensuring that BID services are in compliance with all federal, state, funding, and city regulations, certifications, and licensing requirements. The ED will lead the planning, organizing, and implementation of public and private fund-raising initiatives.

### Leadership and Planning

- Organize, develop (collaboratively) and implement a dynamic strategic plan to ensure that BID can successfully fulfill its mission into the future
- Organizational execution of Mission and Strategy: works with board to ensure that the mission is fulfilled through strategic planning, programs and events, community and marketing outreach
- Establish and maintain effective working relationships with City agencies and elected officials
- Serve as the principal resource to the Board and the primary liaison/advocate for the BID members
- Support the BID's commitment to increasing diversity, equity, and inclusion
- Lead diverse community stakeholders invested in a vibrant and economically resilient downtown

### Financial

- Holds accountability for the fiscal integrity of BID, including the submission to the Board of a proposed annual budget and monthly financial statements, which accurately reflect the financial condition of the organization
- Leads fundraising efforts to reach annual operating goals, maintaining earned income, and developing other revenue sources necessary to support BID's mission

## **Marketing and Communications**

- Develop and maintain effective communications with the Board, committees, and members to ensure they are well informed of the BID's progress and about matters of interest to the membership
- Strategically direct all marketing efforts, including digital, email, website, newsletters, print advertising, marketing partnerships and the distribution of targeted marketing materials to grow visitation to the downtown business corridor resulting in economic stimulation.
- Create with the Board, edit and distribute Annual Report, including annual audited financial statement

## **Programs and Events**

- Implements BID's programs and events to ensure alignment with organizational mission and strategy
- Works to strengthen Downtown as a Cultural District by developing new arts and culture experiences designed to attract visitors to create economic stimulation and a vibrant community

## **QUALIFICATIONS**

### **Education and Experience:**

Bachelor's Degree from accredited college or university in business, entrepreneurship, marketing, nonprofit management, or equivalent work experience

### **Skills and Abilities:**

- Excellence in organizational management with the ability to manage, and develop high-performance teams, set and achieve strategic objectives, and manage a budget
- Past success working with a Board of Directors with the ability to cultivate existing board member relationships
- Skilled consensus builder able to work well within the framework of a complex & politically sensitive environment
- Exceptional critical thinking and strategic skills, with a demonstrated ability to anticipate and solve problems
- Self-motivated, with the ability to work independently, as well as part of a team
- Strong marketing, public relations experience
- Strong written and verbal communication skills; a persuasive and passionate communicator
- Experience with fundraising: sponsorship solicitation and researching and writing government and private grants
- Experience managing community-focused events
- Familiarity with Downtown San Rafael a plus
- Experience in a leadership role within an arts organization
- Knowledge of public art and creative placemaking

### **Work environment/physical demands:**

- Office environment; use of computer
- Some outdoor work with vendors and participants during events
- Ability to walk and meet in-person with businesses throughout district
- Moves equipment up to 25 lbs.

The San Rafael Business Improvement District is an Equal Opportunity Employer and places a high value on diversity and inclusion. The San Rafael BID does not discriminate based on any protected attribute, including race, religion, color, national origin, gender, sexual orientation, age, physical challenge, or veteran status.

***Please submit your resume, along with a cover letter to:***

**[Director@DowntownSanRafael.org](mailto:Director@DowntownSanRafael.org)**

**Qualified applicants will be contacted for a personal interview**