

## WILLOW GLEN BUSINESS ASSOCIATION EXECUTIVE DIRECTOR

The Willow Glen Business Association (WGBA) is a 501 c 6 organization that maintains an aggressive, well-rounded program designed to promote and market downtown Willow Glen, implement strategies to support and attract businesses, maintain and improve common areas and host events to raise funds and build community camaraderie.

### **POSITION SUMMARY**

In this part-time position, the Executive Director (ED) will work with the President of the Board as the voice of the WGBA. Within established policy guidelines, the ED has the authority to transact every day business for the WGBA. The ED is the primary contact with the membership and community at large. The ED is a key contributor in the development and implementation of programs and strategies, approved by the Board of Directors, to meet quantifiable goals. The ED reports to the Executive Committee of the Board of Directors and works closely with all members of the Board, its standing committees and WGBA staff (and contractors) to ensure that the mission and vision are clearly followed, that the organization remains fiscally sound and that it maintains the highest ethical standards.

### **REQUIREMENTS**

The Executive Director should exhibit exemplary characteristics in the following areas:

- Strong leadership skills
- Ability to motivate
- Excellent communication skills with an aptitude for conflict resolution
- Planning, organizational and follow-through skills
- Creativity problem solving, project planning and management

### **RESPONSIBILITIES**

#### **Administration**

- Manage all administrative aspects of WGBA
- Collaborate with the Board of Directors to plan and monitor annual budgets
- Manage staffing requirements for the organization; including recruitment, hiring, termination, and yearly staff performance reviews
- Manage and develop program and organizational budget guidelines
- Deliver monthly (and as necessary) reports to the Board of Directors
- Monitor agendas for WGBA and related meetings (board meetings, executive committee meetings, sub-committee meetings)
- Develop funding sources and strategies (sponsorships, associate memberships, advertising opportunities, grant writing, assessment district formation, etc.)
- Facilitate decision-making in conjunction with the Board of Directors on policy direction and choice of activities
- Represent WGBA in meetings with the City of San Jose and various other community groups (i.e. Chamber of Commerce, Neighborhood Associations, Media, other Non-Profits)
- Develop and oversee WGBA contracts and business affecting the organization
- Oversee planning and implementation of recurring annual events (i.e. Dancin' on the Avenue, Ladies Night Out)
- Proficient with up-to-date computer and online-based marketing programs (i.e. Microsoft Office, Adobe Creative Suite, Constant Contact, Facebook, Twitter, etc.)

### **Strategic Marketing, Event Promotion and Public Relations**

- Advocate on behalf of WGBA
- Act as liaison to the City of San Jose or other governmental authorities on WGBA issues and business
- Work and collaborate with a variety of community individuals and organizations
- Act as WGBA spokesperson to the membership, media and public
- Perform downtown public relations duties and maintain a good working relationship with the media
- Prepare necessary reports, summaries and research projects (such brand analysis and market research)
- Work with key members of the association and community to promote events and activities with a positive impact on the business environment (such as the 5K run and other non-WGBA sponsored events that impact the business district)

### **Membership Development and Program Development**

- Maintain effective, consistent communication with WGBA members via publications, email and personal contact
- Plan and execute annual Board of Directors elections and annual meetings
- Customer service and business relations
- Oversee and manage marketing outreach (i.e. website, print publications, media)
- Manage regular membership communication programs (website, newsletters, updates, surveys, etc.)
- Membership outreach and consensus building

### **Preferred Educational and Experience**

The preferred candidate will have a Bachelors Degree with some education in marketing, public relations and strategic planning or the equivalent experience with a proven track record for success. In addition, experience in working with trade associations (501 c(6)), or not-for-profit organizations which incorporates fund development, grant writing, marketing, governance and direct work with a Board of Directors and Committees. Development and implementation of long-range strategic plans is desired.