



Executive Director – Job Description

The Executive Director is the Senior Executive of Riverside Avondale Preservation (RAP), a neighborhood non-profit within the Riverside Avondale Historic District in Jacksonville, FL. This position also includes responsibility for a major program of RAP, the Riverside Arts Market (RAM), which was opened in 2009 and serves the greater North Florida area.

The Executive Director is responsible to and evaluated by the Board of Directors. The Executive Director implements and manages Board objectives and directives, consistent with the organization's mission and financial objectives.

RAP is a volunteer-driven organization with a small staff and a large mission. The position requires leadership in neighborhood advocacy, community engagement and hands-on program management, along with the need for flexibility, initiative, and the ability to effectively work through volunteer committees, the Board, and a variety of local groups and constituents.

This description is intended to be broad and the focus of the position will vary according to Board-approved annual initiatives and goals.

1. Community Engagement & Relationship Building

- Foster and manage the relationship between RAP and neighborhood groups, local business district associations, and other community, cultural, civic, religious, and philanthropic groups.
- Build positive relationships with key city leaders including the local City Council representative(s), the Historic and Planning Staffs and Commission members, and other agencies.
- Identify and engage community organizations & business leaders inside and outside of district to collaborate towards common goals and implement initiatives.
- Seek consistent and positive engagement with neighbors, businesses, realtors, craftsman, agents, and build the capacity for active volunteer involvement, membership and development activities.

2. Neighborhood Advocacy: Preservation and Stewardship of the Historic District's Built Environment, Streetscapes and Natural Assets

- Develop an in-depth knowledge of the Riverside Avondale Historic Guidelines and Zoning Overlay, urban streetscapes / planning principles, along with understanding of neighborhood zoning or historic preservation challenges and issues.
- Proactively identify solutions on a broader strategic or community level, and organize to successfully implement those solutions via education, communication, legislation, compliance, influence of city agencies, or other means.
- Assess the impact of developments or applications going through public hearings and city approval processes, and work with the Board Committees to identify and implement appropriate advocacy strategies to address property and development issues or concerns. Work with the developers and neighbors to negotiate in advance, whenever possible.
- Cultivate a respectful and respected 'voice' and advocate for key positions at community meetings, public hearings or forums.

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3. RAP Program/Event Management and Execution

- Riverside Arts Market: Oversee staff and execute plans to achieve attendance and financial goals for the dynamic year-round, weekly farmers and arts market featuring local producers, entertainment and events.
- Signature Events: Work with the volunteer Committees to jointly plan and manage and execute the annual Home Tour, Luminaria, and First Fridays.
- Dog Park and Community Garden: Provide direction and liaison with Committee Chairs, volunteers and Parks and Recreation leadership to maintain and enhance these jointly managed community assets.
- Develop and implement educational or outreach programs according to target annual objectives, with historic preservation a key focus.
- Identify, create and/or implement new programs, community initiatives or events to meet the strategic and financial goals of the organization.
- Evaluate existing and potential programs and events for mission-relevancy and economic sustainability.

4. Financial Health and Fundraising/Development

- Actively seek funding opportunities through grants, sponsorships, donations, gifts and membership growth.
- Plan and implement ongoing development practices and ideas that can further the organization's objectives, working in conjunction with the Board of Directors.
- Provide financial stewardship – budget planning and analysis, revenue and expense management and control, and adherence to sound financial practices and non-profit reporting requirements.

5. Communications, Marketing & Promotion

- Keep the membership, volunteers and community informed of important issues, and provide the public with the opportunity to dialogue and receive input and feedback.
- Manage consistent messaging, branding and positioning according to the strategic framework.
- Plan and implement the communications and promotion including email marketing, social media, workshops, community meetings, town halls, or speaking opportunities.
- Cultivate opportunities to publicly advocate in forums within the district and across the city.
- Work with the Board to develop organizational and advocacy positions and professionally represent RAP in public situations (hearings, meetings, press, etc.)

6. Administration/Operations - Manages the day to day activities of the organization:

- Develop program, organizational and financial plans to meet the annual goals established by the Board, consistent with strategic objectives.
- Recruit, hire and manage the performance of staff, directing and managing workload to achieve the organization's goals.
- Recruit, coordinate and engage volunteers for programs and events.
- Oversee the day-to-day financial practices and budget management.
- Communicate on a regular basis to internal and external audiences.
- Oversee technology platforms and secure the expertise to maintain and develop the proper technology assets, including servers, contact databases, communications platforms, vendor management platforms.

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- Oversee the maintenance of the RAP headquarters, the Buckland House, and any other real estate assets.
- Maintain historical records and archives located at the Jacksonville Historical Society.

7. Board of Directors / Governance

- Working with the Board, assure that the organization has and uses a long-range strategy that achieves its mission and goals.
- In conjunction with the Board Chair, prepare for Board meetings and follow up with proper documentation pertaining to board status.
- Advise Board of trends, issues or developments that may affect the organization's priorities, activities and goals.
- Recruit and coordinate Committee chairs to ensure volunteer committees are organized and available to perform the charters.

Required Skills, Experience & Qualifications

- Bachelor's degree
- Proven track record of leadership in an organization, including personnel management and budget responsibility
- Direct experience with non-profit organizations, as a staff leader, Board member, or in a related volunteer leadership position
- Demonstrated ability to engage, organize, project manage and promote community-based initiatives through volunteers and other civic organizations
- Demonstrated ability to work comfortably, productively and calmly with groups with opposing and sometimes very strongly held viewpoints
- Excellent public speaking, public relations, media interviewing abilities, along with excellent written communications
- Sales, marketing, event planning and/or fundraising experience
- Passion for and understanding of the value of historic urban core neighborhoods
- Technology proficient in marketing platforms and databases
- Creativity and problem solving
- Team player/ flexible approach to getting work done

Preferred:

- Knowledge and experience with historic preservation, land use and zoning, or urban planning principles and practices
- Knowledge, contacts or experience with City of Jacksonville, City Council or city agencies, as well as the Riverside Avondale community.

Employment Conditions

- Full time, salaried position, discretionary bonus based on organization's financial health and performance targets
- Benefits include Vacation, Sick and Holiday PTO, and a Health Reimbursement Account (HRA)
- Must be available for some regular evening meetings and occasional weekend work
- Minimal travel
- Executive Director is expected to reside in Riverside, Avondale, or one of the surrounding urban core neighborhoods

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To apply:

Please send a resume and cover letter to: boardchair@riversideavondale.org with the subject line: *Executive Director Position*. Initial interviews will be scheduled starting the week of April 23, 2018.

About Riverside Avondale Preservation

Riverside Avondale Preservation (RAP) is a non-profit neighborhood organization dedicated to preserving and protecting the architecture, history, culture and economic vitality of the Riverside Avondale Historic District, a community of 5,000 homes or buildings, 10,000 residents, six small commercial centers, numerous parks, cultural institutions, and over 3 miles of riverfront on the St. Johns River.

The organization was founded in 1974 by local historian and civic leader, Wayne Wood. In 1985, Riverside was Jacksonville's first neighborhood to be listed in the National Register of Historic Places, and Avondale followed in 1989. In 1998, Riverside Avondale became a locally designated historic district. In 2009 RAP launched the Riverside Arts Market, and in 2010, the American Planning Association named Riverside Avondale as one of the Top Ten Neighborhoods. The district continues to grow and thrive in a dynamic era of change.