



Preserve the 'Burg
Executive Director
Role Description

Preserve the 'Burg (St. Petersburg Preservation, Inc.) is an incorporated 501c3 organization. We are comprised of an all-volunteer Board of Directors and one paid staff members and multiple contractors.

The Mission of Preserve the 'Burg

EDUCATE, ADVOCATE, and CELEBRATE what make St. Pete special.

Since 1977 we have been working to secure the preservation, rehabilitation, restoration, maintenance, and/or acquisition of important natural, scenic, historic, and architectural sites and structures. We accomplish this by working with the City, County, businesses and individuals to identify historic districts and sites, landmark significant structures, and foster appreciation of St. Petersburg's historic environment. And no matter what project we undertake, the overarching goal is to instill in St. Pete's citizens an appreciation of our shared heritage and culture and how this contributes to our quality of life and economic success.

The Executive Director (ED) is responsible for leading *Preserve the 'Burg* as it relates to the strategic direction and overall management of the organization.

The ED is expected to identify and implement short-and-long term strategic goals, and to be accountable to the Board of Directors for achieving those goals. Additionally, the ED coordinates with existing leadership to shape the future of *Preserve the 'Burg* including its programs and acquisitions.

The *Preserve the 'Burg* Executive Director's competencies/skills must include Advocacy, Governance and Development. They will also need working knowledge to manage/facilitate Membership, Volunteers, Marketing and Communications, Fundraising and Programs.

Core Accountabilities:

Preservation:

- Ensures that the organization achieves its preservation mission in a highly strategic and focused manner.
- Leads the efforts to build and nurture relationships with key stakeholders and partnerships.
- Assists in the development of preservation plans that guide future work.



Community Outreach and Education:

- Oversees all communications and outreach efforts.
- Oversees the creation and production of all communication materials, including newsletters, marketing materials and news releases.
- Establishes and maintains strong, positive working relationships with a wide range of partners and stakeholders.
- Seeks and develops a keen understanding of partner and stakeholder equities as they apply to *Preserve the 'Burg's* goals.
- Represents *Preserve the 'Burg* to a variety of audiences, including volunteers, member, government agencies and officials, community leaders and other partners.
- Communicates *Preserve the 'Burg's* vision and exemplifies its core values.

Planning:

- Assists the Board in setting the organization's strategic direction through the development and implementation of a strategic plan, fundraising plan, outreach and communication plan, and preservation plan.
- Works with staff to develop multi-year and annual work plans.

Staff and Board Leadership:

- Serves as staff liaison to the Board of Directors, including preparing materials for meetings, staffing Board committees, and assisting with special projects.
- With the Board Chair recruits, orients, trains, motivates, evaluates and recognizes Board members.
- Recruits, trains, motivates and evaluates staff.
- Creates a positive working environment.

Resource Development:

- Cultivates and stewards major donor prospects, including individuals, corporations, and private family foundations.
- Maintains a portfolio of individual major gift prospects and donors.
- Supports gift solicitations by Board and staff members.
- Supports the Board in the cultivation of major donors.
- Provides staff support and direction to Board fundraising committees.
- Researches, locates and applies for appropriate grants.
- Leads fundraising and annual campaigns.



Organization Management and Financial Responsibility

- Develops and monitors an annual budget and provides overall management of the fiscal operations of *Preserve the 'Burg* in cooperation with the Board Treasurer and committee.
- Ensures regular evaluations and reporting of budget results.
- Ensure that systems are in place for effective financial management, fundraising management, and preservation management.
- Ensures Board and staff compliance with all internal policies and procedures, legal requirements, and financial standards.

Competencies include:

- √ *Advocacy/Leadership* – Ability to confidently guide the organization to inspire and enroll people into action.
- √ *Knowledge of Preservation Rules, Regulations and Standards* – Ability to work and understand the legal strengths and limitations of historic preservation.
- √ *Understanding Local Histories and the Treatment of the Buildings and Landscape*
- √ *Commitment to Vision/Mission* - Commitment or ability to commit to our organization's mission and community.
- √ *Community Engagement* – Ability to understand our organization's primary community and develop a vision, strategies and strategic direction that serves the customers and delivers our organization's mission.
- √ *Development/Fund Raising* – Ability to provide leadership to (and involvement in) the fundraising efforts that are important to our organization.
- √ *General Management & Internal Operations/Systems* – Ability to guide the development of overall structure, methods and controls - organize the whole, plan the action/follow the plan, develop the methods/systems and exercise control.
- √ *Team Builder/Staff leadership* – Ability to select and develop staff and motivate the best work from them. Has a commitment to staff development.
- √ *Financial Leadership* – Ability to provide the appropriate level of guidance, oversight and involvement in our organization's financial management and its development. Is financially literate.
- √ *External Visibility* – Ability to communicate clearly with appropriate audiences using appropriate means. Ability to build the organization's stature and raise its profile.
- √ *Board Relations/Development* – Ability to be an effective leadership partner with the Board and to support the Board's work and its development.
- √ *Cultural Competency* – Ability to relate to people of varied economic, racial, ethnic and religious.



Skills Include:

- √ *Written* – Ability to read and understand information and ideas presented in writing.
- √ *Oral Comprehension* – Ability to listen to and understand information and ideas presented through spoken words and sentences and communicate information and ideas in speaking so others will understand.
- √ *Negotiations* – Understanding of, and ability to, identify stakeholder and community equities, concerns, sensitivities when advancing the priorities and efforts of *Preserve the 'Burg*.

Position Requirement:

- √ Minimum of BA or BS degree. Master's degree preferred. Or the equivalent combination of education, training and relevant experience in historic preservation and/or urban planning.
- √ Minimum 5 years of progressively responsible management experience with a non-profit agency in a leadership capacity managing staff and volunteers.
- √ Skilled in Microsoft Office Suite and competency with online software, social media, and general accounting.
- √ Must be able to work flexible hours including nights and weekends as necessary.

Reports to the *Preserve the 'Burg* Board of Directors.
Direct reports include hourly contractor employees.

Total Compensation range is \$60,000 - \$85,000.

Please send cover letter/resume and all enquiries by Friday, April 19, 2019 to Renee Dabbs at renee@reneedabbsllc.com.