



EMPLOYMENT OPPORTUNITY

Blue Greenway Director

Full-Time, Exempt Position

ABOUT San Francisco Parks Alliance (SFPA):

San Francisco's parks and green open spaces are deserving of a world-class, independent nonprofit organization that holds the vision for our parks, aligns community needs and civic engagement with accountable City government, and supports park improvements through philanthropic investments.

The mission of SFPA is to inspire and promote civic engagement and philanthropy to protect, sustain, and enrich San Francisco parks, recreation, and green open spaces. SFPA is dedicated to fulfilling a vision that acknowledges and supports the critical environmental functions parks serve while striving to ensure that they are accessible, beautiful, safe, clean, fun, and managed in a manner that makes them accountable, open, and welcoming to all.

Inclusive **Policy and Education** is an essential part of SFPA's mission. SFPA seeks to enhance public participation in the challenges and opportunities facing our park system and to grow our network of park supporters. SFPA partners with multiple government agencies including the Recreation and Parks Department, Port of San Francisco, and the Department of Public Works, as well as the Mayor, the Board of Supervisors, and other elected and appointed officials. SFPA engages in **Stewardship and Volunteerism**, especially by serving as the fiscal sponsor for more than 100 Park Partners - a wide array of community organizations engaging in park improvement projects and programming that activates our park system. And SFPA engages the private sector in **Philanthropy** to support park improvements that strategically complement public investments.

SFPA has an annual budget in the \$12 million range, including a \$2 million core operating budget and about \$10 million in Park Partner activities. SFPA has a paid staff of 17, a Board of 21 civic leaders, and an advisory Parks Policy Council of 24 community leaders.

POSITION SUMMARY:

SFPA seeks a passionate park advocate with extensive environmental planning and community engagement skills to manage SFPA's Blue Greenway work under the direction of the CEO. The goal of this position is to implement and support the Blue Greenway - a unifying process concentrating on the 13-mile long corridor along San Francisco's southeastern waterfront. The Blue Greenway will link established open spaces; create new recreational opportunities and green infrastructure; provide public access through the implementation of the San Francisco Bay Trail, the San Francisco Bay Water Trail, and green corridors to surrounding neighborhoods; install public art and interpretive elements; support stewardship; and advocate for full waterfront access as an element of all planning and development processes throughout southeastern San Francisco now and for all time.

The Blue Greenway Director will lead SFPA's role in a two-year collaboration with SPUR to execute a master planning process for the Blue Greenway. This master plan will engage more than a dozen government agencies at the local, regional, state and federal levels, as well as several private developers and other property owners, and numerous community organizations. The master plan will serve as a road map to completion of the Blue Greenway. Major funders of the master plan, which has a \$1 million budget, include the William and Flora Hewlett Foundation and the Office of the Mayor. Numerous other foundations, agencies, and other interested parties are funding the effort.

SFPA seeks an accomplished individual with a strong background in land-use and environmental planning, inter-agency coordination, community engagement, policy development, public speaking, and community advocacy. The Blue Greenway Director should be very familiar with San Francisco neighborhoods and the local political landscape, have a deep personal commitment to San Francisco, and to the causes of social and environmental justice.

The ideal candidate will have at least ten years of experience in environmental or other forms of public policy, with at least three years in a nonprofit setting. They should have experience with managing outreach and/or public advocacy programs in diverse communities, staff oversight, and working with development staff to secure program funding. The Blue Greenway Director should be an analytical thinker and problem solver, be an excellent writer with experience in report preparation, budget development, and production of public education materials.

DUTIES:*Blue Greenway planning and implementation, 80% time*

Working with the Board's Blue Greenway Committee and the CEO, the Blue Greenway Director will:

- Lead SFPA's collaboration with SPUR in executing the Blue Greenway Master Plan
- Track development of regional planning and park issues for the existing park system along the southeastern waterfront and propose solutions
- Track future open space developments on the Blue Greenway and advocate for addressing gaps in the open space system
- Work with neighborhood groups along the Blue Greenway to ensure that they are active participants in the overall visioning, planning process and implementation
- Support the Blue Greenway Committee through recruitment, meeting execution, issue research, follow up and report preparation
- Identify and monitor the acquisition of parcels along the Blue Greenway that can be used for future parks and open spaces
- Testify at and attend public hearings, public meetings, community task forces, and meetings with officials on neighborhood park issues and open space issues
- Contribute to grant applications, reports and other fundraising activities as requested

Other program management, 10% time

- Serve as a member of SFPA's Leadership Team of senior staff
- Support other environmental planning and land use projects as needed
- Support advocacy and education projects as needed

Support special projects and events, 10% time

- Manage and staff special events, meetings, and workshops
- Support SFPA outreach and communication, including website and newsletter content
- Support or oversee special projects as requested
- Oversee volunteers and interns as appropriate

SKILLS & EXPERIENCE:

- Experience with open space policy and planning
- Experience in environmental and land use planning
- Experience in interagency coordination
- Experience with community engagement, especially with communities of color
- Experience with program and project management, and strategic planning
- Comfort and experience with public speaking
- Self-directed, highly detail oriented, with excellent organizational skills
- Good written and oral communication skills
- Outgoing personality and willingness to be flexible with duties and priorities
- Ability to work with a team
- Bachelor's degree in urban planning, environmental sciences, or a related field is required, and a graduate degree is preferred
- Minimum 10 years in a program management capacity

- Minimum 3 years experience in a nonprofit setting focused on the environment, urban planning, public policy or similar field
- Solid knowledge of Microsoft Office (Word, Excel, and PowerPoint) and Adobe Acrobat
- Familiarity with Geographic Information Systems (GIS) or other planning related software preferred.
- Priority will be given to San Francisco residents who are familiar with San Francisco's political landscape and neighborhood groups
- Valid driver's license required
- Ability to participate in hikes and other outings, including settings where pathways are broken, uneven, or nonexistent.

BEHAVIORAL COMPETENCIES:

- Interpersonal Skills
- Attention to Communication
- Building Collaborative Relationships
- Strategic Thinking
- Results-Oriented
- Environmental and Civic Stewardship
- Continuous Learning

To apply, please email your cover letter and resume to bgwjobs@sfparksalliance.org in a single PDF document with "Blue Greenway Director" in the subject title.

This is a full-time exempt position reporting directly to the CEO, with generous vacation and sick time policies, and participation in 125 Cafeteria and 401(k) plans. San Francisco Parks Alliance is an Equal Opportunity Employer. People of color and other minorities are strongly encouraged to apply.

Updated December 1, 2014