

**Associate Director of Community Engagement
Southeastern Corridor
Full Time, Exempt
February 2017**

POSITION SUMMARY:

The Parks Alliance seeks a passionate park advocate with community engagement and advocacy skills to manage the Blue Greenway work in southeast San Francisco under the direction of the Director of Community Engagement & Partnerships, and in close partnership with the CEO.

The Associate Director of Community Engagement will lead the Parks Alliance's efforts to organize and engage the many constituents most impacted by the transformation of the southeastern waterfront. With the underlying goal of advocating for inclusive, community-based development and accessibility of parks and open spaces this position works directly with the community to bring together public, private, and grassroots stakeholders.

The Parks Alliance seeks an individual with a strong background in, or combination of experience in, community organizing for social justice, inter-agency coordination, policy development, public speaking, and land use planning. The Associate Director must be familiar with southeastern San Francisco neighborhoods and the local government, and have a deep personal commitment to San Francisco, and to the causes of social and environmental justice.

The ideal candidate will have at least five years of experience in community organizing, as well as experience with managing outreach and/or public advocacy programs in diverse communities. Past experience managing staff, budgets, and working with development team to secure program funding is necessary. The Associate Director must be an analytical thinker and problem solver, an excellent communicator and be comfortable being the face of the organization at public events.

DUTIES:

Associate Director

Planning and implementation, 90% time

Working with the Director of Community Engagement & Partnerships and the CEO, the Associate Director will:

- Ensure that parks and open spaces created by developers reflect community input throughout the process.
- Create deep and trusting relationships between the Parks Alliance, community, and other local stakeholders.
- Activate dormant Park Partner groups in southeast SF and create new Park Partner groups for formerly unrepresented areas.
- Be the generator of communication through inclusivity.
- Track development of regional planning and park issues for the existing park system along the southeastern waterfront and propose solutions.
- Provide content generation for www.bluegreenway.org, as well as core Parks Alliance communications.
- Strengthen and support the Board of Directors subcommittee on the Blue Greenway.
- Represent the Parks Alliance and Blue Greenway at public hearings, public meetings, community task forces, and meetings with officials on neighborhood park and open space issues.
- Supervise a Blue Greenway Program Associate (75%) FTE.

Other program management, 10% time

- Serve as a member of the Parks Alliance's Community Engagement & Partnerships.
- Serve as a coach to other staff in effective community engagement techniques for other Community Engagement & Partnerships projects.

SKILLS & EXPERIENCE:

- Experience with grassroots community organizing and engagement
- Track record of managing programs focusing on racial, social or environmental justice involving communities of color
- Prior experience working with San Francisco residents, neighborhoods, inter-agency coordination, city planning and city government
- Autonomous worker with excellent organizational skills and experience with public speaking
- Relevant experience in community organizing, social work, public policy, public health, urban planning, environmental sciences, or a related field
- Minimum 3-years managerial experience
- Solid knowledge of Microsoft Office (Word, Excel, and PowerPoint) and Adobe Acrobat
- Experience with environmental remediation a plus
- Fluency in Spanish or Mandarin a plus

Responsibilities:

- Provide administrative support to the Community Engagement & Partnership Associate Director
- Staff outreach events and workshops; attend public hearings, public meetings, community task forces, community events, partners events, and meetings with officials as appropriate
- Attend Blue Greenway Steering Committee Meetings and provide administrative support (recruitment, meeting execution, research, follow up and report preparation)
- Manage and create content for Blue Greenway social media
- Manage and produce content for the Blue Greenway Website (update events, create new stories, project updates)
- Assist Community Engagement & Partnership Associate Director in creating relationships with community stakeholders and leaders
- Assist with production of newsletters, publications and research assignments
- Schedule, attend, and organize community engagement and fundraising events such as community meetings, bus tours, happy hours, hikes, and others; coordinate special project outreach, communication, marketing and logistics

Logistics & Details

Compensation: Highly competitive salary with excellent benefits and a collegial working environment. This is a full-time salaried exempt position. The Parks Alliance is an Equal Opportunity Employer. People of color and military veterans are strongly encouraged to apply.

To apply: Submit a cover letter and resume or cv to jobs@sfparksalliance.org with '[last name] associate director' in the subject line. Applications should be submitted in Word or PDF format. In your cover letter, please indicate how you learned about this opportunity. Applications will be reviewed in an ongoing basis and only short-list candidates will be contacted. No phone inquiries please.

About San Francisco Parks Alliance:

The mission of the Parks Alliance is to inspire and promote civic engagement and philanthropy to protect, sustain, and enrich San Francisco parks, recreation, and green open spaces. The Parks Alliance accomplishes this mission through three primary areas of focus, in tandem with city government and local community groups:

Philanthropy: The Parks Alliance raises public awareness and funding for park improvements, projects, and initiatives that strategically complement public investments. This includes fundraising through capital improvement projects such as the Let's PlaySF! campaign to renovate 13 playgrounds across the City, as well as the annual Party for the Parks gala that benefits the joint efforts of the Parks Alliance and Rec and Park Department.

Advocacy: The Parks Alliance works to enhance opportunities for public participation in the challenges and opportunities facing our park system. The organization partners with multiple government agencies including the Recreation and Parks Department, Port of San Francisco, and SF Public Works, as well as the Mayor, the Board of Supervisors, and other elected and appointed officials to facilitate and problem-solve around park and open space projects throughout San Francisco. The Parks Alliance is also advised by a volunteer board of Park Policy Council members, who represent all districts of San Francisco.

Community Engagement and Partnerships: The Parks Alliance serves as the fiscal sponsor for more than 100 Park Partner groups, a wide array of community organizations throughout San Francisco engaging in park improvement projects and programming that activate our park and open space system.

Blue Greenway: The Blue Greenway is the long-awaited 13-mile corridor of parkland, recreation, and open space along San Francisco's southeastern waterfront. When complete, the Blue Greenway will create a network of waterfront parks and trails running from AT&T Ball Park south to Candlestick Point, as well as new transportation thoroughways between the economic center of downtown and neighborhoods such as Bayview Hunters Point. The Parks Alliance is leading the coordination of this multi-agency initiative that brings together over 20 private corporations, land owners, community and nonprofit organizations, and government entities (city, county, state, and federal). This is the largest effort to revitalize any section of San Francisco's waterfront in the City's history. While the environmental revitalization of this long neglected stretch of bay front is a key focus, more important is the engagement of local communities throughout Bayview, Hunters Point, and other waterfront adjacent neighborhoods in the southeast who have been most impacted by the waterfront's decline, and who have historically been left out of the redevelopment process. The Blue Greenway advocates for participatory design and planning processes that leverage existing community resources and connect existing residents to the future of their waterfront.

The Parks Alliance has an annual budget of \$14 million, including a \$2.5 million core operating budget and approximately \$11 million in Park Partner activities. It has healthy reserves, and earns Charity Navigator's top rating among nonprofits for efficiency and transparency. The Parks Alliance has a paid staff of 13, a Board of 24 civic leaders, an advisory Parks Policy Council of 22 community leaders, and thousands of volunteers.