



UNION SQUARE
BUSINESS IMPROVEMENT
DISTRICT

Executive Director
Union Square Business Improvement
District (USBID)
Job Description

Job Title: Executive Director
Reports to: Board President
Supervisory
Responsibility: Deputy Director, Program Directors, support staff and Member Services staff.

Position Summary

The Executive Director is the chief executive officer for the Union Square Business Improvement District (USBID) and reports to the President of the Board of Directors. Policies governing the USBID are set by the Board of Directors 23-elected members representing property owners and tenants located within the 27-block area defined by the USBID's Management Plan. This is an exciting time for the organization and community with a new brand being launched, an economic recovery plan and new opportunities to transform and activate public and private spaces in the area.

The USBID is a 501 (c) 4, non-profit public benefit organization. It serves business interests within a 27-block area surrounding Union Square in San Francisco. The USBID was renewed in July 2019 for a 10-year term. There are 621 parcels in the area, the owners of which are members of the USBID. These property owners pay annual assessments totaling \$6,019,719 (20-21FY) to support the work of the USBID as described in the Management Plan. The budget is further augmented by funds raised from sources other than property assessments for which the Executive Director is responsible to raise.

See <https://www.visitunionsquaresf.com/about-bid/about-us> for more information.

The **Union Square Foundation** is a 501 (c) 3, charitable organization that was founded in

2017 to compliment the work of the USBID and help raise additional funds. Its mission is to establish a renewed 'sense of place' for the Union Square Area by supporting diverse artistic, cultural, and culinary programs and projects and by cultivating a welcoming, caring community for all humankind. The Executive Director will be the acting Executive Director of the Union Square Foundation and its Board of Directors (see www.unionsquarefoundation.org for more information).

The USBID's mission is to serve members and create a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success.

The Executive Director is responsible for **conducting the daily business and operations of the USBID**, subject to direction that may be given by the Board of Directors. The Executive Director is responsible for the assuring the delivery of the services and programs outlined in the USBID's Management Plan, meeting the USBID's financial objectives and providing guidance to the Board of Directors in formulating objectives and decisions of general policy, though the ultimate control remains with the Board of Directors.

The Executive Director **provides continuity and direction** for the USBID and plays both a lead and supportive role in representing the organization in its research and advocacy efforts.

The Executive Director is also responsible for **general administration and staff management**, including planning and program development and evaluation, budgeting and financial functions, member services, communications with members and providing staff support to the Board of Directors and the USBID's committees.

Primary Areas of Responsibility and General Duties

1. To work in partnership with the Board and through the Deputy Director and other Directors and support staff to **accomplish the USBID's mission, develop a new Strategic Plan in partnership with the Board**, serve as the principal resource to the Board and the primary advocate for the USBID
 - Assure that the USBID has a strategy, measurable objectives, and a relevant work plan to achieve its mission
 - Provide leadership in developing programs and organizational plans with the Board of Directors
 - Promote the active involvement of Board members, committees, USBID members and other volunteers in all areas of the USBID's work
 - Seek out and secure sponsorship and grant opportunities to augment funding for the USBID
 - Identify and develop partnerships to broaden the USBID's resources

2. Develop and maintain **effective communications** with the Board, committees, and members to keep the members well informed of the USBID's progress and about matters affecting the area of interest to the membership

- Maintain a working knowledge of significant developments and trends in areas that impact Union Square and the USBID's members
- Inform members in a timely way about the USBID's activities to accomplish the Management Plan's programs
- Establish and maintain effective work relationships and cooperative arrangements with City agencies, elected officials, and other business organizations to help achieve the USBID's Management Plan
- Represent the Union Square community and serve as a liaison to neighboring and nearby communities (Chinatown, Financial District, Tenderloin, SOMA, Yerba Buena, East Cut, Mid-Market, Civic Center, Nob Hill, Northbeach and Fisherman's Wharf).
- Represent the USBID's programs and point of view and accomplishments to public agencies, other organizations, and the media and press.
- Interact with and respond to the community members' questions and issues as required,
- Support the USBID's Board and Executive Committee and support or assist with the USBID's Advisory Committees as follows:
 - ▶ Board of Directors - Bi-monthly meetings
 - ▶ Executive Committee - Bi-monthly
 - ▶ Finance Advisory Committee - Bi-monthly
 - ▶ Audit Advisory Committee - As needed
 - ▶ Public Affairs & Advocacy Advisory Committee - Monthly
 - ▶ Services & Public Safety Advisory Committee - Bi-monthly
 - ▶ Retail Theft Prevention Advisory Committee – Bi-monthly
 - ▶ Marketing & Communications Advisory Committee – Bi-Monthly
 - ▶ Streetscapes Advisory Committee - Bi-monthly
 - ▶ Nominating Advisory Committee - Bi-annual or as needed
 - ▶ Special Projects (ad-hoc) Committees - As needed

3. Operate the USBID as an **effective business entity**, in compliance with the Management Plan, federal, state, and local regulations and assure its **fiscal health**

- Maintain official records and documents to ensure compliance with federal, state, and local regulations
- With the Deputy Director, the Executive Director will develop an annual budget with the Board of Directors approval to carry out the priority work of the USBID as outlined in the Management Plan and operate within the USBID's budget
- Oversee the preparation of financial reports for the USBID

- Oversee the annual audit of the USBID's financial records
 - Produce the USBID's annual and mid-year reports as required by the Management Agreement with the City and County of San Francisco
 - Manage the accounting of assessment payments from members of the District
 - Oversee the successful completion of assignments of contracted vendors
 - Help identify leaders to serve on the Board of Directors and its committees
 - Help set stage and plan for organization's renewal (2029).
4. Oversee the **administrative work** of the USBID's office including:
- **Financial administration** of the budget, payment of invoices, oversight of the accountant's preparation of the USBID's annual business tax filing
 - Work with the Board and committee chairs to establish and notice **meeting agendas** and record the actions taken in the meeting notes
 - Issue regular electronic communications to keep the USBID's members informed about the USBID's accomplishments and matters that affect the members
 - Coordinate the USBID's **Annual Luncheon and Holiday Fundraiser**
5. **Supervise and manage** permanent and temporary staff, development and maintenance of office systems and administrative procedures.
6. **Represent the USBID** on other business organizations and participate in their business meetings where the USBID's interests intersect with those of other groups such as:
- BID/CBD/TID Consortium - Monthly meetings
 - California Downtown Association (if elected to Board)
 - Coalition SF
 - SF Travel Clean & Safe Coalition
 - Central Station CPAB
 - Tenderloin CPAB (if Director of Services not serving)
 - BOMA PAC
 - SF Chamber Public Affairs meetings

Education and/or Experience

- Bachelor's degree from an accredited college or university
- Master's degree in public administration, urban planning, business administration a plus.
- Prior working experience in a service industry related to USBID's
- Positive track record of shaping, implementing, and funding programs that serve the public benefit
- Experience working with local government agencies and knowledge of San Francisco's elected officials and local agency directors

Qualifications

- Strong leadership and interpersonal skills; ability to create and sustain strong collaborative working relationships with board members, USBID members, staff and ~~unions~~ colleagues including City officials
- Highly motivated self-starter with the ability to work independently, to participate in and foster a collegial team environment
- Ability to prioritize and manage multiple projects simultaneously
- Ability to lead, supervise and develop personnel
- Charismatic ability to communicate with and work well with others in a collegial office environment
- Effective verbal and written communication and interpersonal skills
- Experience working with volunteers
- Demonstrated management ability and a sincere commitment to the goals of the USBID and its members
- Knowledge of the Union Square/San Francisco area and political climate
- Computer skills and proficiency in working with basic software programs e.g., MS Word, Excel, Power Point, Sharepoint and other presentation applications, Internet and Outlook, Salesforce
- Public speaking experience and making presentations to public officials
- Media experience and interviewing with reporters
- Willingness to be a part of the production team

COMPENSATION & BENEFITS

The USBID offers a competitive salary with a range of \$225,000-\$250,000/year dependent on experience and qualifications. Performance bonuses may be awarded in the sole and absolute discretion of the USBID Executive Committee. The USBID offers a benefit package that includes health, dental and vision insurance (100% employer paid for employee), vacation, sick, and holiday paid time off, and an employer-sponsored commuter benefit up to \$150/month. In addition, the USBID has a 401K plan (eligible to participate after one year of service) and has an employee professional development allowance of up to \$2,000/year.

TO APPLY

To apply for this position, please email a cover letter and resume to hiring@unionsquarebid.com. Please use the cover letter to explain your interest in this position and how you are uniquely qualified for the job. In addition, please include a statement or document providing your vision for the Union Square community. Applications without a cover letter and vision statement/document will not be considered.

The Union Square Business Improvement District is an Equal Opportunity Employer.

Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.