



Job Title:	Senior Program Director
Report to:	General Manager
FLSA Status:	Exempt
Last Updated: 07.11.24	

Position Summary

The Senior Program Director, also referred to as Director of Place Managers, oversees, plans, and implements all aspects of the service programs for the [Uptown Downtown Oakland Community Benefit District \(CBD\)](#). The CBD directs the district's service programs designed to revitalize Oakland's downtown through robust cleanliness, hospitality, and safety initiatives. All of which promote district identity, community building and business attraction. The Director of Place Managers leads the staff of approximately 55 Place Managers in the day-to-day execution of the CBD's program activities, ensuring operational excellence. The Director of Place Managers is expected to maintain a working knowledge of significant developments and trends in the [Urban Place Management Industry](#) to support furthering the mission and objectives of the organization. The Director of Place Managers reports to the General Manager (GM) but may also take direction from other District Works executives, CBD leadership, or other stakeholders.

The primary responsibilities of the **Senior Program Director** will be as follows:

People Management

- Oversee and participate in hiring, training, and supervising of all employees associated with the CBD's various programs, including but not limited to; clean and safe service programs, hospitality and maintenance programs and additional deployment services (ADS) by providing ongoing managerial support and direct and indirect supervision of 55 Place Managers, one Program Director and 3 Program Coordinators in accordance with the company's established policies and procedures.
- Work closely with the GM and People Operations Director to lead the recruitment, training, onboarding, and performance evaluation process for assigned staff. Conduct quarterly performance reviews with all employees and provide additional training where needed.
- Develop skill-based knowledge around radical hospitality and train the team accordingly to provide high-level hospitality services to customers and the general public.
- Oversee all aspects of employee scheduling and follow through with established disciplinary actions when attendance expectations are not met.
- Identify opportunities for mentorship, coaching, and team building to foster a cohesive and high-performing team.
- Provide on-site supervision, performance reviews, and corrective action as necessary during all regular program hours, including nights and weekends, to ensure that all positions and shifts are regularly observed.
- Monitor performance metrics and goals for team members and provide regular feedback and guidance. Implement strategies to address performance gaps or challenges.
- By fostering a culture of accountability and operational excellence, the Director of Place Managers is expected to drive continuous improvement and elevate the quality of services provided to the CBD.
- Provide strong leadership and training for the staff and the entire program to uplift the staff to maximize their potential and maintain a cohesive team that exemplifies the company culture, its core values, and its mission.

- Work directly with HR to provide detailed counseling and/or disciplinary actions to employees when needed; support and enforce company policies by modeling positive behaviors.

Program Operations

- Collaborate with the Oakland Police Department (OPD) utilizing daily crime maps to maximize the effectiveness of OPD presence within the districts.
- Coordinate with OPD investigators leveraging internal video evidence to solve crimes within the district.
- Develop a custom deployment plan to maximize the visibility and effectiveness of resources (personnel and equipment).
- Evaluate the effectiveness of existing deployments regularly. Anticipate program needs and concerns and implement adjustments as necessary, prioritizing employee safety while maximizing Place Manager effectiveness.
- Work with outside contractors as necessary to complete community projects initiated by the CBD.
- Give timely and routine feedback on the program's most pressing issues related to hiring, client communications, and opportunities to enhance the program overall.
- Support quality control initiatives by observing Place Managers on duty, offering feedback and training when required, and ensuring best practices are followed in keeping with established Standard Operating Procedures (SOPs).
- Develop new SOPs as necessary to clearly instruct Place Managers on the specific operating policies, procedures, and practices related to their job duties.
- Perform routine audits of program equipment and assets, including vehicles, tools, equipment, and uniforms.
- Ensure team safety by providing safety talks and training and promoting employee safety.
- Maintain compliance with all City, State, Federal Laws, Guidelines, and Regulations.
- Provide backup support to other team members when on vacation, sick, or out of the office.

Administration

- Provide monthly, quarterly, and annual reporting on program metrics and performance.
- Support the GM and leadership team in developing safety standards, practices, and workers' compensation mitigation initiatives.
- Obtain estimates for services, equipment, and staffing levels to support the GM in preparing the annual budget.
- Maintain an established budget for the program and monitor costs.
- Review weekly payroll, confirming the accuracy of employee time schedules and time worked. Support program managers and coordinators to monitor and approve timecards in an effort to support bi-weekly payroll and ensure the accuracy of employee time cards.
- Track and code business expenses in the company's spend management system and comply with the Employee Expense Policy.

Qualifications

- Bachelor's degree in Business Administration, Public Administration, Urban Planning, or a related field preferred.
- 5+ years of experience in program management, including at least 3 years in a senior management role.
- Proven experience in managing a Dispatch Center, including oversight of logistical operations and emergency response protocols.
- Demonstrated experience managing relationships with security vendors, including contract negotiation and performance evaluation.
- Project Management Professional (PMP) certification preferred.
- Urban Place Management, Law enforcement or Military Police experience preferred
- Excellent verbal and written communication skills
- Knowledge of California Labor Laws for non-exempt employees
- Proficient knowledge and skills in Google Workspace, including; Gmail, Docs, Sheets, and Calendar
- Problem-solving skills and ability to analyze information

- Strong interpersonal skills
- Leadership In Place Management certification preferred

Benefits and Compensation

- Salary range: \$120,000 - \$140,000 annual salary commensurate with work and industry experience
- Annual bonus eligibility
- Health, dental, and mental wellness insurance coverage for employees and dependents
- 401(k) plan with employer match
- Paid vacation and sick time off

Please apply [here](#) or directly on the District Works [website](#)