



Executive Director, Greensboro Downtown Parks, Inc.

Position Description

Overview:

Greensboro Downtown Parks Inc. seeks an energized and motivated individual to serve as Executive Director.

This full-time, salaried position requires excellent leadership and fundraising skills, organizational and park management abilities, a high level of attention to detail, strong communication skills, budget management experience, flexibility, a good sense of humor and a general comfort level working with diverse groups of people. A willingness to work numerous nights and weekends is also necessary.

This position reports directly to the Greensboro Downtown Parks Inc. Executive Committee and will be evaluated annually based upon the organization's success.

About GDPI:

Greensboro Downtown Parks Inc. is a public-private partnership between the City of Greensboro, Center City Park and LeBauer Park. The mission of GDPI is to serve as the executive management of Greensboro's downtown parks, focusing on public activation, maintenance, financial well-being and overall vitality.

Center City Park and LeBauer Park, are a combined 5 acre urban green space that serves as the central gathering place for Greensboro's residents and visitors in a setting that is both relaxed and lively. Parks feature outstanding public art, recreational equipment and facilities for children, athletic spaces for people of all ages, educational and learning environments, café dining and artistic performance spaces.

LeBauer Park and Center City Park are owned by the City of Greensboro, but managed by a public-private partnership between the City of Greensboro and GDPI.

The Executive Director Role

The Executive Director of GDPI provides leadership as the Parks' public facing representative in the Greater Greensboro community. The Executive Director will lead the management, operation, fundraising, programming, and promotion of the parks. They will also, among other things, (1) manage the efficiency and effectiveness of park maintenance, sanitation, and security; (2) manage and evaluate the quality of park programming; (3) oversee park finances; (4) promote the parks, and address matters, in the media and other public fora; (5) target, negotiate, and finalize sponsorship deals with Greensboro and non-Greensboro corporations; (6) manage the parks' relationship with government at all levels; (7) generate new ideas for improving the quality and impact of the parks;

(8) mentor multigenerational staff and maintain a strong organization; (9) manage all internal personnel issues; (10) insure effective internal communication among the non-profit's staff members; (11) live and/or relocate in/to Greensboro, NC, preferably within close proximity to the parks and be an active and engaged member of the Greensboro community.

To achieve these objectives, the ideal candidate must bring to GDPI: a keen sense of detail, the ability to critique one's own ideas and the ideas of colleagues, the skills to inspire and cultivate strong partnerships with donors, corporations and government officials, an ability to be the public face of a high-profile organization, experience securing large donations & grants, the management skills to run a non-profit organization that has a variety of operating goals and high standards for quality in park sanitation, security and capital maintenance.

Detailed responsibilities may include the following:

Fundraising

As a part of GDP's reliance on private sector funding, the Executive Director is responsible for fundraising through a variety of strategies including the cultivation of individual donors and major gifts, Friends of the Park campaigns, annual events, grants, public/private partnerships, park rental programs and corporate sponsorships. The Executive Director will be responsible for overseeing all fundraising strategies and programs, including the growth of relationships with donors, sponsors and partners. The Executive Director is also responsible for managing relations with the operators of restaurants, other concessions, vendor markets, and any other enterprises doing business within GDPI. Fundraising is an integral and primary function of the Executive Director and paramount to the overall success of the business model for the parks.

Government Relations

The parks are the property of the City of Greensboro, and the Executive Director is responsible for insuring that GDPI has an excellent relationship with city government. This includes frequent meetings with elected officials, appointed city liaisons and the City Of Greensboro Director of Parks & Recreation as well as an annual compliance review conducted by the City of Greensboro.

Park Finances

The Executive Director is responsible for working with the GDPI's Treasurer to insure that GDPI is financially sound. This includes analyzing opportunities for reduced expenses, creating additional sources of revenue, making sure bills are paid, and making sure any payments owed to GDPI are received. The Executive Director should also possess a strong understanding of grant funding; including, grant research, writing and reporting.

Non-profit Management

Managing the operation of GDPI itself is the responsibility of the Executive Director. This includes recruiting and training new staff members, designing internal work flows, overseeing payroll, and ensuring efficiency in operations and communication.

Programming and Events

The Parks are designed to be active public spaces that are vibrant as a result of constant, impactful programming. These daily programs include: live music performances, arts & cultural programming, fitness & well-being, and civic service. In a typical year GDPI curates an average of 350 free community programs and hosts over 45 special events. The Executive Director is responsible for ensuring that the programs are well run. They are responsible for evaluating whether park programs are effective at generating high visitor counts.

The Executive Director works with the non-profit's staff to generate ideas for new programs. Large events, such as concerts and festivals, also take place in the parks. The Executive Director is responsible for attracting, negotiating funding for, and managing these events.

Board of Directors

The Executive Director is expected to maintain a close relationship with the 25-member Board of Directors. The Board is comprised of ex-officio city appointments as well as numerous community appointments. The Executive Director is responsible for managing board interactions, including: monthly board meetings, committee assignments and management, volunteerism and maintaining open lines of communication with each member. The Executive Director works with the board to identify and vet new members for appointment to the board. An ideal candidate should possess strong board management experience and an ability to work effectively with a large group of individuals.

Security and Sanitation

Making sure the parks are clean and safe is foremost among the Executive Director's duties. Frequent inspections of the parks will be a significant part of the Executive Director's responsibilities. Should problems arise, the Executive Director will be expected to develop new strategies to combat them. This includes oversight and impact mitigation strategies of persons experiencing homelessness within and around the parks.

Horticulture

The parks feature elaborate horticultural displays and multiple lawns, the Executive Director will be responsible for evaluating the use of these features by park visitors and for the quality of plant maintenance.

Public Relations

The Executive Director is the public face of GDPI and is responsible for promoting it in Greensboro and across the country. This will entail interviews with newspapers and magazines, attendance at community meetings and events, and engaging board members and donors. It will also involve responding to criticism and controversy in public fora. Strong public speaking abilities are a must as well as strong experience in crisis management.

Location

50% office, 25% parks, 25% offsite

Compensation

The Executive Director's compensation is determined by the board of GDPI, in negotiation with the selected candidate.

To Apply:

Please submit cover letter, resume and contact information for at least two professional references to:
GDPI.EDsearch@gmail.com

Deadline:

Review of applications will begin September 9, 2022 and will continue until position is filled.

Greensboro Downtown Parks Inc. is an Equal Opportunity Employer and encourage candidates of all backgrounds to apply for this position.