



Historic Third Ward Association

Executive Director – Position Profile



April 2017

ORGANIZATIONAL and COMMUNITY OVERVIEW

The Historic Third Ward Association (HTWA) acts as a catalyst to develop the District as an innovative, livable and exciting mixed use neighborhood while preserving its historic and creative character. HTWA is a private non-profit, financed through a combination of the Business Improvement District (BID) No. 2, City and membership support. Created in 1976, the Association's goal is to promote the economic interests of the neighborhood. For more information, please <http://www.historicthirdward.org>.

From its early beginnings to today's community, enhanced by its historic ambiance and significant architecture, the Historic Third Ward has experienced a renaissance as a revitalized mixed-use neighborhood. Here you will find the highest concentration of art galleries in Milwaukee, award-winning restaurants, unique specialty stores, architects, advertising agencies, graphic designers, artists, the Broadway Theatre Center, the Milwaukee Institute of Art & Design as well as condominiums, office buildings, and industrial space. The Association plays a leadership role in: shaping, guiding and influencing future development/community building within the Historic Third Ward; branding and communicating a unique Historic Third Ward experience; developing and offering programs that meet the needs of existing and new diverse constituencies of the Historic Third Ward and developing sustainable leadership and organizational structures necessary to move into the future and building a diverse sustainable revenue stream to support the goals of the HTWA.

EXECUTIVE DIRECTOR POSITION SUMMARY

This important community leader is responsible for the management, staffing, and implementation of the high-quality programs, projects and services of the Association. She/he will also be responsible for providing dynamic, high visibility leadership and direction which will elevate the organization to a position of regional prominence. The Executive Director is the Chief Operating Officer of the Association reporting to its Board of Directors, and directly reporting to the President of the Historic Third Ward Association, Inc. She/he oversees a team of more than 15 employees. In addition to managing the day-to-day operations of the Association, she/he will act as a catalyst for increasing visibility and neighborhood improvement of Milwaukee's Historic Third Ward.

The position has overall responsibility for management of operating, administrative, financial, business development and marketing programs, long-term strategic planning, oversight of all Board-directed initiatives and staff leadership. This individual will sit on the Friends of Lakeshore State Park Board (a position is reserved for the Historic Third Ward) and will be the official Secretary of the Architectural Review Board. The Executive Director will also serve as the Historic Third Ward liaison to the Friends of Catalano Square, Downtown Neighbors Association of Milwaukee, the Collaborative Downtown Associations, and the City of Milwaukee. The new Executive Director will also be supervising and working with a Business Manager on BID No.2 Assessments, Budget, and Annual Operating Plan. The ideal candidate will maintain collaborative relationships with other organizations, both public and private and see that the position of the Association and its members is enhanced through strategic public relations efforts.



ESSENTIAL DUTIES AND RESPONSIBILITIES

I. Leadership and Management

- Establish positive and proactive communications with the Board with regard to strategic plans, policies, programs and incentives designed to implement economic development.
- Inform the Board of Directors, Executive Committee and officers on the condition of the organization and important factors affecting the Association and the Historic Third Ward community.
- Oversee all programs and activities of the Association including signature events and promotions such as Christmas in The Ward, Gallery Night and Day, Third Ward Art Festival, and more.
- Effectively manage the staff and resources of the organization by, among other things, clearly defining and properly delegating duties / responsibilities with staff, vendors, and contractors.
- Communicate performance standards; providing relevant continuing education programs; conducting performance reviews; maintaining competitive salary structure.
- Hire and cultivate qualified staff (including those responsible for the BID No.2 infrastructure), model effective behaviors and skills, and maintain a culture of high morale.
- Implement the current strategic plan.
- Serve as primary liaison to the BID No. 2 Board of Directors .

II. Finances and Resource Generation

- Ensure the development and implementation of plans and programs that will provide the financial resources necessary for the achievement of the Association's mission.
- Continually seek out new and expanded resource generation opportunities.
- Prepare budget and maintain sound financial management, including acquisition and maintenance of funding from private and public sources.
- Responsible for maintaining and increasing annual sponsorship and membership revenue.
- Ensure compliance with all legal and regulatory requirements.
- In cooperation with the BID No. 2 Board, create the BID No.2 Annual Operating Plan for submission to City of Milwaukee.
- Prepare and manage the annual budget and ongoing financial affairs of the Association.

III. Branding and Community Relations

- Forge productive alliances across private, public, and governmental sectors and leading public/private partnerships.
- Promote projects, activities, and programs to members and the broader community.
- Serve as the main spokesperson for the Association and as an ambassador for the organization and for the Historic Third Ward.
- Regularly promote the Association and its activities by developing and maintaining relationships with key media resources.
- Cultivate and maintain effective relationships with property owners, businesses, public officials, community and business leaders, and the media.
- Serve as Association contact and liaison with property owners, residents, and government agencies and officials.
- Oversee the creation of a comprehensive marketing plan.

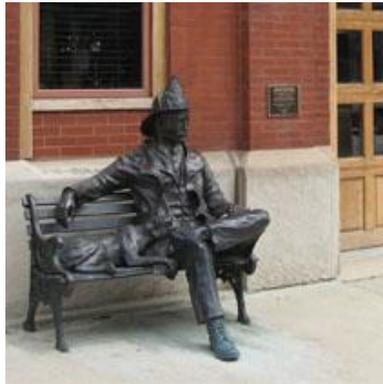
IV. Membership Growth and Development

- Develop and manage a robust and growing membership program that serves all the constituencies of the Historic Third Ward.
- Facilitate all communications to the membership and general public including the E-Scapes monthly email newsletter, general mailings, and news releases.
- Coordinate the Annual Membership Meeting and the Historic Third Ward Holiday Party.
- Seek out methods, by soliciting feedback from the membership, to continuously improve the efficiency and effectiveness of the organization and its programs.
- Initiate and implement community, promotional and public events, including recruitment and management of required volunteers.
- Primary liaison between staff, committee chairs, and committee members.



MINIMUM QUALIFICATIONS AND EXPERIENCE

- 1) A proven track record of at least 5 years of successful staff leadership.
- 2) Professional experience with public relations, media relations, governmental relations, public speaking, special events and marketing communications.
- 3) An understanding of working with both small and large businesses, nonprofit organizations, and a board of directors.
- 4) A strong interest in developing communities.
- 5) Experience in managing a budget of at least \$1 million.
- 6) Comprehensive knowledge of the principles and practices of downtown management.
- 7) Experience working with city government preferred.



INSTRUCTIONS FOR HTWA APPLICANTS

To be considered for this position, all of the following materials need be emailed to HTWA@leadingtransitions.com, no later than **5:00 p.m. CT on Friday, May 12, 2017:**

- A letter describing your qualifications for the Executive Director position including your specific interest in the HTWA; a description of your salary parameters; a detailed & updated resume and the names of, your relationship to, and contact information for, three professional references.

Attention: Mindy Lubar Price, President & CEO, Leading Transitions LLC, 544 E. Ogden Avenue, Suite 700-350, Milwaukee, WI 53202

**May be combined into one document or put into multiple documents, attached to an email.*

Please note: References will not be contacted until a candidate has been notified
Comprehensive background checks may subsequently be performed, with permission
All inquiries and interactions with potential candidates are kept in strict confidence
The HTWA Board of Directors plans to have this position filled by July, 2017

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