



## **Sustainable Economic Enterprises of Los Angeles (SEE-LA) EXECUTIVE DIRECTOR**

### **About SEE-LA**

Long at the vanguard of the food justice and the farm to table revolution, Sustainable Economic Enterprises of Los Angeles (SEE-LA) is a non-profit 501c(3) organization that operates certified farmers' markets in the metropolitan Los Angeles area, including the renowned 26 year-old Hollywood Farmers' Market, which has been listed as a top farmers' market in publications ranging from *Bon Appetit* to *The Washington Post*. The Hollywood Farmers' Market, which draws over 10,000 people to a 4 block area in the heart of Hollywood each Sunday, serves as a prime foodie destination, a resource for fresh and healthy food for Angelenos and tourists representing the diversity of the region, and as a de facto "town square" for the Hollywood area. SEE-LA's other markets are sited at Echo Park, Atwater Village, Baldwin Hills/Crenshaw, Central Avenue, and Watts/Willowbrook Martin Luther King Hospital.

SEE-LA also is a statewide leader in the SNAP/EBT, WIC and Market Match benefit and incentive programs, which provide opportunity for low-income customers to purchase the freshest fruits and vegetables available at local farmers' markets. SEE-LA has experienced tremendous growth in recent years through expansion of its Champions for Change/Pompea Smith Good Cooking Buena Cocina Nutrition Education program in partnership with the Los Angeles County Department of Public Health.

The mission of SEE-LA is to build sustainable food systems and promote social and cultural activities that benefit both low-to-moderate income residents of Los Angeles while also supporting California small- and mid-sized farms and local small businesses.

SEE-LA's current fiscal year operating budget is approximately \$1.7 million dollars. SEE-LA currently has a total staff of 31 full and part-time employees and its administrative offices are located in Hollywood.

### **POSITION SUMMARY**

The Executive Director (ED) of SEE-LA is accountable for providing leadership, strategic direction, fund development, fiscal oversight, and clear vision for the development and achievement of the organization's mission in partnership with the 12-member Board of Directors. The ED has the a primary role in developing new and innovative ideas for strategic planning, fund development, staff development, annual budgeting, marketing and public relations as well as setting organizational policies and standards. The ED also is tasked with identifying new programs and initiatives to enhance the agency and further its mission and services. In addition to providing organizational leadership the ED must be comfortable and able to work with a variety funders-- corporate, foundation, individual, and governmental-- as well as many community and public sector stakeholders.

### **DUTIES AND RESPONSIBILITIES**

#### ***Strategic Planning and Organizational Leadership***

- Collaborate with the Chairman of the Board to ensure a clear organizational vision, focus on SEE-LA's Mission, and demonstrable outcomes.

- In collaboration with the Board, lead the development and ensure effective implementation, monitoring, and updating of the organizational Strategic Plan emphasizing quality program growth, and long-term financial sustainability.
- Oversee all aspects of SEE-LA, including finance and budgeting, fundraising and development, market operations, programs, marketing, staff and volunteers.
- Direct administrative personnel to ensure that the organization is effectively structured and staffed.
- In conjunction with Board and legal counsel, update and analyze the By-Laws and Governing Documents.
- Hire, develop, manage and support a high quality and productive staff through supervision, delegation and internal and external staff development and team-building and performance evaluation. Provide staff with opportunities for growth where possible.
- Represent SEE-LA in the local and national community and among food policy sector leadership.

#### ***Governance and Financial Oversight***

- Collaborate with the Chairman to foster, develop, and maintain an effective Board of Directors.
- Collaborate with the Chairman and Board of Directors to create a formal policy on Board giving.
- Provide support to and stewardship of the Chairman, Executive Committee and any special task forces.
- Advise and assist in Board prospect identification, cultivation and recruitment.
- Orient, educate, and engage individual Directors in fundraising, advocacy, and community ambassadorship.
- Develop effective leadership succession plans with Board Officers and committees.
- Serve as a non-voting member of the SEE-LA Board of Directors. Attend and report at all Board meetings and keep Board members updated on the current status of the organization and advise the Board on all pertinent strategies, resolutions and issues of importance.
- Assume fiduciary responsibility of managing SEE-LA's annual operating budget to ensure fiscal solvency; prepare the annual budget in conjunction with the Board and ultimate budget approval by the Board; ensuring the staff adheres to the approved budget and develops a long-term plan to maintain financial sustainability of SEE-LA; and, facilitation of agency annual audit(s).
- Guide responsible financial management of the entire organization with sound fiscal policies established in partnership with the Board.

#### ***Fund Development and Donor Stewardship***

- Manage and oversee the fund development efforts of SEE-LA including planning, strategies and implementation, tracking and determining the financial needs of the organization.
- Cultivate, steward and solicit gifts from existing individual donors for SEE-LA operations, special projects.
- Identify and cultivate potential new individual, corporate, foundation, special project, and annual fund donors.
- Lead and/or collaborate in developing grant proposals for corporate, foundation, government, and other institutional funders.
- Develop and implement donor stewardship strategies with the Board and staff that maximize contributed income opportunities.

### ***Community and Sector Engagement***

- Work in a collaborative and cooperative manner with SEE-LA stakeholder groups of divergent backgrounds, including: funders, community representatives, political figures and government officials, farmers, artisans, and local businesses.
- Serve as the public “face” of SEE-LA throughout the community and represent the organization and its Board and staff in a manner that enhances its reputation and standing in the community.
- Guide marketing, branding, and public relations programs that achieve earned income goals while enhancing SEE-LA’s visibility, reputation, and public visibility.
- Ensure the highest levels of customer service, effective stakeholder interaction, and community engagement.
- Establish increased visibility for organizational impact, clearly articulating SEE-LA’s mission, vision, programs, and strategic direction.
- Make personal appearances, present informational talks, and be a visible presence in the greater Los Angeles area community.
- Collaborate, coordinate, and advocate with city, county, and regional government agencies as needed.
- Stay informed of new industry developments and trends in order to create a strategic vision that supports growth and relevance of SEE-LA.
- Represent SEE-LA on food policy sector and other community Boards and committees as appropriate.

### **TRAITS AND CHARACTERISTICS**

- A) The Executive Director will have highly evolved leadership competencies that advance organizations from conceptual thinking to goal achievement.
- B) The Executive Director must be an empowering leader of the organization, collaborative thinker and creative problem-solver with outstanding communication and diplomatic skills.
- C) She or he will demonstrate solid general management skills including: managing many diverse groups of people possessing different interests and talents; ability to exercise change management when necessary; the ability to make very difficult budget decisions when required; financial skills; experience managing contract staff and services; fund development and fundraising; and, comfort with all types of stakeholders including government, corporate, foundation and individuals of all backgrounds.
- D) Possess excellent communication skills including public speaking, written communications and grant writing capabilities.
- E) Ability to work independently and collaboratively with both professional and support personnel.
- F) Experience working with nonprofit Boards and members of myriad backgrounds, interests and financial resources.

### **EXPERIENCE AND EDUCATION**

Possess at least 7-10 years of successful leadership experience in a diverse organization, preferably with experience managing an operating budget of at least \$1.7 million dollars. A Bachelor’s degree is required, graduate degree or equivalent is preferred. The successful candidate will have a passion for civic engagement and community benefit and knowledge of best practices in nonprofit management.

**COMPENSATION**

The compensation package includes an annual salary of \$75,000-\$90,000 (depending on experience) and includes health benefits (medical and dental), and vacation and holiday pay.

**SUBMISSION**

Qualified candidates who meet the minimum requirements should submit a detailed resume and cover letter (including salary/benefit requirements to): [EDSearch@see-la.org](mailto:EDSearch@see-la.org).

Please only email submissions only. No phone calls or faxes will be accepted.

*SEE-LA is an equal opportunity employer.*