



Job Description

Executive Director

Passyunk Avenue Revitalization Corporation (PARC) is a non-profit organization that develops and manages properties on the East Passyunk Avenue retail corridor in Philadelphia while maintaining and enhancing public spaces. PARC uses the income from its properties (on Passyunk Avenue from Federal to McKean Streets) to underwrite supplementary maintenance services and to make improvements that benefit all those who live, work, and play on the Avenue. PARC is seeking an entrepreneurial and motivated Executive Director to lead and manage all activities in this portfolio.

PARC is dedicated to ensuring a quality retail mix that serves both the neighborhood and the region. This is reflected in PARC's controlled properties: some are leased to regionally oriented restaurants that bring new people and resources to the corridor; others contain neighborhood-oriented retailers, like butcher shops and coffee shops that provide essential services and local amenities; and others contain start-up ventures that provide both opportunities for young entrepreneurs and the type of one-of-a-kind shops that create a unique and appealing local ambience. Given the diversity of its holdings, PARC seeks to achieve market rents in its properties, while ensuring a long-term balance between neighborhood and regionally oriented retailers. In addition to maintaining an attractive retail mix, the Executive Director is responsible for identifying and enacting new initiatives to increase quality retail offerings and open public spaces on the corridor.

Under the direction of its new Executive Director, PARC will remain a long-term holder of its Passyunk Avenue assets, managing an \$8 million real estate portfolio consisting of nine mixed-use properties that contain 17 residential units as well as the Singing Fountain public space. PARC's Executive Director will continue to maintain and upgrade its existing mixed-use holdings, periodically using the proceeds from the sale of some of its properties to purchase and improve other deteriorated buildings or undeveloped sites on and adjacent to the corridor. For example, PARC's Executive Director will help spearhead and achieve PARC's vision to revitalize the Singing Fountain, a project several years in the making.

The Executive Director is the chief executive for the organization. S/he reports to an eleven-person Board of Directors and is responsible for executing on the board's vision, managing and redeveloping its properties, overseeing public services, and ensuring PARC's fiscal stability. The ideal candidate will be a self-starter energized by the opportunity to grow and shape the image and role of a community based non-profit corporation in a revitalizing portion of South Philadelphia. The position requires strong skills in property management, lease negotiation and renewal, retail tenant relations, financial, project and non-profit management, along with community relations skills. The candidate should also have experience in identifying and securing public sector funding. The candidate must understand the core mission which requires a careful balance between maximizing property value while meeting community development objectives. The Executive Director will oversee a small team consisting of a part-time office financial manager, provided through a contract with Your Part-Time Controller, and contracted property management and maintenance firms.



KEY JOB RESPONSIBILITIES OF THE EXECUTIVE DIRECTOR

Strategic Leadership

- Ensure that the Board is provided with the information needed to carry out its governance responsibilities meaningfully and provide volunteer services
- Lead the development of multi-year strategic plans and annual implementation plans, intended to guide the organization's activities and communicate its vision to board, staff, and all external stakeholders
- Monitor residential and commercial trends in the community and in adjacent areas to advise on the strategic positioning and activities of the organization
- Strengthen ties with local businesses, residential groups, other local business organizations and institutions
- Provide leadership to staff or contracted parties in the implementation of organizational and financial plans; and carry out such plans and policies as authorized by the Board

Fiscal and Organizational Management

- Develop and maintain sound financial practices, oversee property income and expenses and budget appropriately for repairs, expenses, and public services, and maintain appropriate operating reserves
- Create, maintain, and update policies and procedures manuals, such as employee handbooks, accounting and audit manuals and benefits plan descriptions, as needed
- Work with staff and a contracted controller to develop annual budget and ensure operating expenses are covered by program and rental income
- Support Board Finance Committee in the management of its fiduciary responsibilities, including review of annual audit, 990, BCO and development of fiscal policies
- Execute legal and fiscal documents within the bounds of the authority granted by the Board of Directors
- Recruit, employ, and discharge paid personnel and contracted service providers
- Ensure that job descriptions are developed, and employee files are maintained, in accordance with the law
- Maintain a climate that upholds the highest ethical standards and attracts and retains a talented and diverse staff and draws dedicated Board volunteers

Property Management and Improvement

- Develop close working relationships with PARC's retail tenants and stay current on local business trends, experience, and challenges
- Work pro-actively with PARC's retail tenants to enhance their market position
- Continually seek new retail tenants for both PARC properties and other real estate along Passyunk Avenue to enhance the local retail offerings and mix
- Develop and recommend funding plans for storefront enhancements for PARC properties
- Work in close partnership with the East Passyunk Business Improvement District and other city-wide organizations on retail promotions and improvement programs



- Develop a management strategy for PARC's residential tenants, who are currently managed by a local broker
- At the direction of the Board, oversee the acquisition and rehabilitation of underperforming properties on or adjacent to Passyunk Avenue
- Oversee cleaning contracts as part of the PHL TCB Program and other affiliated cleaning and maintenance contracts

External Relations and Funding

- Coordinate and oversee all resource development needs, including grant writing, grants management, and relationship stewardship
- Develop new, earned-income strategies
- Manage external communications, including press relations, newsletter production and social media accounts, to ensure maximum coverage of PARC's good work in the community

QUALIFICATIONS AND SKILLS

- Demonstrated experience and affinity for community and economic development
- Minimum of 5 years' experience in a management position in areas such as: real estate, retail leasing, housing, business corridor improvement, community, and economic development
- Demonstrated ability to lead, develop and motivate staff, contractors, and actively engage a volunteer board.
- Proven ability to make strong programmatic and strategic decisions
- Demonstrated experience in managing a budget of at least \$400,000.
- Demonstrated success in public sector grant-writing and financial management
- Graduate degree in a related field; or equivalent experience
- Knowledge of public and private real estate and community development funding sources and mechanisms
- Excellent written and verbal communication skills
- Strong presentation skills
- Familiarity with basic computer accounting programs a plus
- Familiarity with the Passyunk Avenue community a plus
- Existing relationships with local funding and political stakeholders a plus

SALARY

Salary commensurate with experience

APPLICATION PROCESS

Email a PDF of your resume and a one-page cover letter that conveys why you are well suited for this position and how it fits into your career to: Margaret Walker at PARC@fairmountinc.com. No paper copies, please. Application should be received by January 14, 2022. Confirmation of receipt of application will be sent by return email. Interviews of preferred candidates will be arranged forthwith. No phone calls, please.



PARC is an equal opportunity employer that prioritizes diversity, equity, and inclusion. PARC does not discriminate based on ethnicity, race, gender or sexual orientation, and encourages all qualified individuals to apply. This profile is intended to indicate the general nature and level of work performed by the Executive Director. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications.