

GERMANTOWN UNITED

COMMUNITY DEVELOPMENT CORP.

Executive Director

JOB DESCRIPTION

Germantown United Community Development Corporation (“Germantown United CDC” or “GUCDC”) is accepting applications for the position of Executive Director. To apply, please submit your resume and cover letter through our [online application form](#). Please note, we are not accepting applications via email or hard copy. Read on for the full job description.

Our Mission

Germantown United CDC’s mission is to promote and facilitate the revitalization of Germantown and its business corridors through a sustainable, creative, and community-driven approach to economic development. We serve the Germantown neighborhood of Philadelphia, a place of exceptional character known for its historical significance, cultural heritage, racial and socioeconomic diversity, and activism.

Who We Are

Germantown, a historic neighborhood in Philadelphia's Upper Northwest district, is a tapestry of immense potential and resilience. United by the iconic Germantown Avenue commercial corridor, the community showcases a rich architectural heritage, diverse green spaces, and an undeniable sense of character. With excellent public transportation and a prime location, Germantown is poised for preservation, revitalization, and growth.

Germantown United CDC was founded in 2011 by concerned citizens and neighborhood-based organizations to advocate for community-driven development in response to a heavily tax-subsidized development that resulted in the loss of a full-service grocery store. At the time, there were no active community-wide professional organizations dedicated to commercial corridor improvement in Germantown. While some community benefits were negotiated, advocates recognized the need to plan beyond this protest effort to respond to development pressures and proactively guide neighborhood change.

In 2012, GU gained 501(c)(3) status and was incorporated to promote the revitalization of Germantown and its business corridors. Initially volunteer-led, GU established its first paid Executive Director position in 2014 and expanded its mission in 2018 to include enhanced resident services. In 2020, GU launched a corridor cleaning program in the Central Germantown Business District.

In pursuit of our mission, we provide comprehensive business improvement services, advance revitalization efforts, and encourage community building and civic engagement. As a vital connector between stakeholders and resources, GU works to foster equitable development and growth, promote a thriving local economy, and preserve the neighborhood. We aim to promote Germantown as a great place to live, work, and visit.

Executive Director Opportunity

The Executive Director (ED) will have the unique opportunity to lead Germantown United CDC in its mission to foster thriving, equitable communities within Germantown. The ED will work in partnership with the Board of Directors to set the strategic direction and priorities of the organization, oversee its day-to-day operations, and manage a talented staff of 5+ members and a budget of \$750k.

The ideal candidate will bring a deep understanding of the challenges faced by urban neighborhoods, a passion for community development, and a strategic vision to drive systemic change. They will have the relevant non-profit experience necessary to oversee the organization's initiatives and the skills to build strong relationships with diverse stakeholders, secure funding, and foster a culture of collaboration and innovation.

The Executive Director will make a meaningful, lasting impact on the lives of Germantown's residents and shape the future of a neighborhood with boundless potential. The successful candidate will be a driven, compassionate leader committed to advancing economic opportunity and equitable, inclusive growth.

Essential Job Functions

The Executive Director will have direct responsibility in the following areas (details of which follow):

1. Leadership and Strategic Planning
2. Community Relations and Communications
3. Development and Fundraising
4. Program Management and Evaluation
5. Personnel Planning and Contractor Management
6. Financial Management
7. Board Management

Responsibilities

1. Leadership and Strategic Planning

- Work with the Board of Directors to develop a vision and strategic plan to guide the organization.
- Plan and manage the annual organizational strategic objectives.
- Act as a spokesperson for the organization, along with the Board President, and ensure key programmatic staff are empowered to be the face for the organization.
- Strategically expand the organization's size, staff, and capacity to align with the organizational objectives and effectively address the evolving needs of the community.

- Represent the organization at community and corridor activities to enhance the organization's profile.

2. Community Relations and Communications

- Identify, cultivate, and nurture collaborative relationships with external partners, government agencies, funders, community groups, elected officials, and others to further the organization's mission.
- Directly oversee the organization's communications efforts and collaborate with key staff members to develop and implement a comprehensive communications strategy that effectively promotes GUCDC's mission, goals, and initiatives to stakeholders and the broader community.
- Communicate with stakeholders to keep them informed of the work of GUCDC and to promote the organization.
- Oversee and approve the creation and dissemination of all GUCDC communications.

3. Development and Fundraising

- Manage relationships with the City of Philadelphia Department of Commerce and Division of Housing and Community Development in order to implement city-funded grants and contract deliverables effectively. GUCDC has longstanding government contracts to support Commercial Corridor Management, which includes Corridor Cleaning and Business Services, and the provision of Resident Services.
- Oversee the planning and implementation of GUCDC's annual development strategy.
- Maintain existing grants and work with appropriate staff to pursue new revenue and grant opportunities for the organization.
- Oversee the implementation of the development strategy, including working with the board fundraising committee, fundraising events, donor cultivation program, board giving, and fundraising appeals.

4. Program Management and Evaluation

- Provide support, oversight, management, and strategic vision for GUCDC's three core programmatic areas, described in greater detail below:
 - Commercial Corridor Management and Business Services
 - Supportive Resident Services
 - Community Programs
- Oversee data collection and reporting related to program performance and ensure that contractual obligations are satisfied and exceeded.
- Develop and execute new programs that support GUCDC's strategic plan, existing programs, and the needs of local businesses and residents.

- Ensure GUCDC's compliance with all aspects of the City of Philadelphia Department of Commerce and Division of Housing and Community Development contracts, including the NAC (Neighborhood Advisory Committee) Contract.

Small Business Support and Development

- Collaborate with GUCDC's Commercial Corridor Management staff to ensure existing businesses are aware of opportunities to maintain and grow their business, attract customers, improve facades, and broaden outreach.
- Implement a marketing strategy aligned with GUCDC's strategic plan to attract new businesses to the corridor.
- Foster a culture that embraces best practices in urban revitalization, including:
 - Executing GUCDC initiatives related to public space creation and improvement.
 - Executing GUCDC initiatives related to the renovation and conservatorship of blighted properties.
 - Where appropriate, identify and execute transformational real estate development opportunities, including the acquisition, financing, construction, management, and selective disposition of impactful real estate assets.

Corridor Cleaning and Maintenance

- The Executive Director will oversee and manage the organization's cleaning and greening initiatives, which include:
 - Daily Sidewalk Sweeping and Corridor Maintenance: Collaborate with GUCDC's cleaning provider and other vendors providing direct services on behalf of GUCDC to deliver daily cleaning and maintenance services on more than 22 blocks in the Germantown and Cheltenham corridor.
 - Greening and Beautification, Public Space Stewardship: Improve and maintain key public spaces in the central business corridor, including The Cheltenham-Greene and Maplewood Mall, ensuring they remain vibrant, welcoming, and well-maintained.

Residential Services

- Collaborate with community stakeholders to ensure existing residents are aware of opportunities through GUCDC for resources, information, direct support services, and referrals, including assistance with property tax concerns, utility assistance, mortgage or tax foreclosure prevention, home repairs, tangled title resolution, renters' rights, eviction prevention, accessing benefits and emergency services, addressing quality of life concerns, securing funding for community improvement projects, and building connections with local community groups.
- Expand outreach efforts to maximize the impact of these services.

- In collaboration with the NAC Coordinator, oversee the establishment and management of the Neighborhood Advisory Sub-Committee, a component of the City's NAC Program that functions in an advisory capacity to the organization, effectively representing the community's interests.
- Increase capacity-building support for underrepresented groups to foster equitable, sustainable development.
- Implement an inclusive engagement strategy that prioritizes resident voices and shared decision-making, builds community trust, empowers diverse stakeholder groups, and encourages collaboration.

5. Personnel Planning and Contractor Management

- Develop GUCDC's annual staffing plan.
- Manage a dedicated team currently comprised of three full-time positions, two part-time positions, and hourly project-based positions.
- Manage and evaluate existing contractors and consultants to ensure execution of GUCDC's strategic goals and compliance.
- Initiate and oversee GUCDC's annual performance review process and personnel development plans.
- Manage the creation of job descriptions, post new positions for hire, and oversee the hiring and onboarding processes for all new GUCDC employees and interns.
- Ensure GUCDC compliance with relevant workplace laws.
- Maintain a work environment that attracts and retains a talented and diverse staff.

6. Financial Management

- Develop and maintain sound and transparent financial practices.
- Collaborate with staff, bookkeeper, and GUCDC Finance Committee to develop the annual budget and achieve budgetary goals.
- Support GUCDC Finance Committee in managing its fiduciary responsibilities, including review of the annual audit, Form 990, BCO, and developing fiscal policies.
- Work with the bookkeeper to manage organizational cash for operations and restricted accounts and ensure completion of weekly and monthly financial reporting.

7. Board Management

- Lead monthly board meetings, monthly finance committee meetings, and monthly executive committee meetings.
- Collaborate with the Board President to develop and implement GUCDC's overall Board development and recruitment process.

- Ensure timely completion of the management dashboard executive summary for the Executive Committee.

Qualifications & Knowledge, Skills and Abilities

The ideal candidate will be an experienced executive leader with a proven track record of successfully leading and developing teams, collaborating with an active Board, diversifying revenue streams, achieving fundraising success, and cultivating relationships with a wide spectrum of stakeholders, donors, and partners. The Executive Director will have a strong external presence and the ability to successfully engage with media and policymakers to advance GUCDC's goals. The candidate will possess a deep understanding of community and economic development and be highly attuned to Germantown's existing business community, commercial property owners, and resident population, particularly low to moderate-income residents. They will have knowledge of current community challenges and opportunities related to GUCDC's mission and the expertise to expand services under our core programmatic focus areas. Successful candidates should have at least five years of experience in relevant community development or similar work and be effective communicators.

Professional Characteristics and Qualifications

- Bachelor's degree. Relevant work experience will be taken into consideration.
- A deep commitment to GUCDC's mission and values, and a strong understanding of supporting commercial corridors is crucial.
- Demonstrated leader who can maintain and cultivate strong relationships with stakeholder groups, partners, funders, elected leaders, and others.
- An excellent communicator and manager with the ability to build relationships.
- A demonstrated commitment to equity and specific knowledge of the City of Philadelphia (or another major city) is highly desired.
- A strategic thinker who can develop and execute innovative initiatives that align with organizational goals.
- Knowledge of leadership and management principles related to non-profit organizations.
- Knowledge of current community challenges and opportunities relating to the mission of GUCDC.
- A strong network of contacts in the nonprofit, business, government, and philanthropic sectors.
- Experience in human resources management.
- Experience in standard development/fundraising practices for tax-exempt organizations.
- Demonstrated experience in program evaluation and management for tax-exempt organizations.
- Five or more years of management experience in a non-profit or similar organization.
- The ideal candidate is an effective problem solver and creative thinker who manages stress well, works effectively on teams, and can establish warm relationships with others.

- Discretion and confidentiality when handling sensitive and confidential information.

Competitive Salary and Benefits

- Annual Base Salary: \$78,000
- Competitive salary with opportunities for increases commensurate with experience, skills, and organizational growth. We offer competitive benefits, including medical and dental insurance, paid time off (sick, personal, vacation), paid holidays, and winter recess.

To Apply for This Position:

- To apply, please submit your resume and cover letter through our [online application form](#). Please note, we are not accepting applications via email or hard copy. Direct Link: <https://form.jotform.com/241447337633155>.
- If you have followup questions about the Executive Director hiring process, please contact the **Germantown United CDC Transition Team** at transition@germantownunitedcdc.org.

Interim Executive Director Position

Updated June 3, 2024

- Germantown United CDC is also seeking a part-time Interim Executive Director to lead the organization during a transitional period starting mid-June 2024. The ideal candidate should have experience guiding organizations through transitions and supporting staff.
- Commitment: Three months, approximately two days per week
- Preferred Start Date: June 2024, to overlap with the outgoing Executive Director
- For more details, please view the full [job description for the Interim Executive Director position](#), which includes the scope of work and an overview of the hiring process.
- To apply, please **submit your resume and a statement of interest via email** to the Germantown United CDC Transition Team at transition@germantownunitedcdc.org with the subject line: **Interim Executive Director - Your Name**. Interviews will be conducted on a rolling basis until the position is filled.

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