

Title: Executive Director
Organization: Corazón Healdsburg
Reports to: Board of Directors
Location: Healdsburg, CA



ORGANIZATION OVERVIEW:

“Our mission is to build a compassionate and just community by empowering and dignifying individuals and families, advocating against injustices, and uniting people to celebrate diversity.”

Located in Healdsburg, CA, the organization supports thousands of low-income clients through carefully targeted two generation programs, direct support services, community engagement, and disaster relief. (Please visit www.corazonhealdsburg.org for more information)

REPORTING

Reports to the Board of Directors. Oversees full-time and part-time staff, as well as external contractors and consultants, and volunteers.

THE POSITION:

The Executive Director will assume day-to-day operations and oversight responsibility of Corazón Healdsburg, including organizational strategy, fundraising, financial management, community engagement/outreach, staff supervision, operations/administration, and Board relations. In partnership with the Board of Directors, the ED will be responsible for setting operational strategy and direction for the organization to fully accomplish its mission of bridging the racial and economic divides in Northern Sonoma County.

The ED will lead the organization with particular focus on the following priorities:

- Monitoring and aligning programs to meet evolving community needs and deliver the strategic plan
- Optimizing the use of financial and human resources for efficiency and achievement of declared goals
- Ensuring financial sustainability through a sound revenue generation plan and strong collaboration with the Board on financial stewardship
- Developing data-driven measurement and assessment of organization effectiveness
- Nurturing partner relationships to maintain currency with local issues and initiatives, and to sustain support for collaborative pursuit of community engagement and elevation of socio-economic realities
- Amplifying the voice and influence of the Latinx community in decision and policy making
- Enhancing the trust, credibility, and authenticity of Corazon’s engagement across all demographics in Northern Sonoma County

The ED will also function as a primary public representative of Corazón Healdsburg while nurturing and promoting staff capacity for engagement in broader networks. The ED will work to expand relationships with constituents, volunteers, programmatic partners, policy makers, and other allied nonprofit organizations to advance the organization’s mission.

RESPONSIBILITIES:

Organization Leadership

- With the Board of Directors, continually adapt short and long-term strategic plans in support of Corazón Healdsburg’s work and mission. Lead Board and staff in implementing and operationalizing these plans;

- Develop and improve organizational efficiency - including business processes, systems, policies, and tools - to maximize impact and support future growth;
- Provide vision and oversight to program growth and expansion, including conducting external needs assessments and internal reviews of program effectiveness.
- Improve and increase communication and relationship between board and staff

Staff Management

- Directly supervise leaders of programs and operational units, HR and Communications.
- Provide direction on all personnel activities, including hiring, training, disciplining, and/or terminating staff (and volunteers), and evaluation of job performance;
- Provide professional development opportunities for staff to learn new skills and enhance performance; constructively identify areas of improvement and growth
- Revise organization structure and job descriptions as necessary (and within budget parameters) to maximize capacity and impact;
- Advance an inclusive, performance-based culture that is collaborative, transparent and respectful of all backgrounds and identities.

Financial Management

- Provide transparent fiscal stewardship of Corazón Healdsburg, ensuring appropriate resource utilization and operation of the organization in a positive financial position;
- Work with the Board's Finance Chair to develop and approve annual revenue and expense budgets;
- Ensure that the organization has adequate insurance coverage and manage any claims processes, including liability, property, D&O, and workers' compensation.

Fundraising/Resource Development

- In collaboration with the Board of Directors and Development team, deliver fundraising plans to ensure immediate and long-term financial health of the organization;
- Work closely with and support the Director of Development to accomplish revenue goals comprised of major gifts, annual campaigns, corporate support, special events, and government grants/contracts, oversee grant tracking
- Personally manage and steward relationships with individual and institutional donors to ensure all fundraising goals are met or exceeded.

Community Engagement/Outreach

- Nurture and develop relationships with community leaders, government agencies, partner organizations, local businesses, and elected officials;
- Attend relevant community events and cultivate speaking opportunities in order to deepen local networks, engage new donors, and expand community presence;
- Support in the planning and execution of community events;
- Cultivate an internal operational structure that weaves in community, aligning community voice with Corazón's goals and mission.

Operations/Administration

- Manage all rented facilities including addressing maintenance, repair, workplace, and safety issues;
- Ensure the organization as a whole has the technology infrastructure needed to be effective and efficient and provide training and support as needed;
- Lead People Operations including HR administration, risk management, compliance, performance accountability, and training and leadership development.

Board Relations

- Assist Board Chair with member recruitment and retention to ensure Board make-up is diverse in skill, geography, race/ethnicity, and gender identity, and passionate about supporting the mission;
- Attend all Board meetings as well as Committee meetings, as appropriate; • Assist Board Chair with Board meeting preparation and planning.

CANDIDATE PROFILE

Successful candidates will have a deep connection to Corazón's values, work, and mission, and an appreciation of the unique needs and contributions of the Latinx community.

Must Haves

- **Bilingual in English and Spanish.** Excellent written and verbal communications skills in both languages.
- **Cultural Fluency.** Deep understanding of, connection to, and passion for local Latinx culture and experience. Ability to lead effectively across differences in language, culture, racial and ethnic background, socioeconomic status, and identity.
- **Non-Profit Executive Leadership Experience.** Ideally in a leadership capacity similar, mission driven, community engaging organization. **Minimum of five years** of successful senior-level non-profit management experience in community facing organization with casework and/or educational programs as central services; Proven people and team management skills with the ability to coach and mentor staff while also ensuring accountability for outcomes and results;
- **Organizational and Leadership Management.** Including hiring/firing staff, training and program development
- **Community Building & Advocacy.** History of engaging, strengthening, and leveraging resources in support of a disenfranchised community. Ability to lead multiple long- and short-term project simultaneously, meeting all related deadlines by planning, delegating and managing work.
- **Nonprofit Financial Management.** Thorough understanding of finance related performance standards and proven ability to develop and execute financial strategies. Comprehensive understanding of grants fueled financial planning, tracking and reporting. Financial oversight and budget management experience in an organization with similar funding sources; Experience building and managing budgets while driving sound financial and policy decision making;
- **Fundraising Experience.** Successful track record of delivering on revenue generation plans with diverse strategies including individual giving, corporate and foundation support, government grants and contracts, and special events.

Desired Skills and Experience

- Experience working collaboratively and transparently with a Board of Directors or similar volunteer leadership group;
- Experience working with and optimizing Salesforce platform.

Personal Characteristics

- Passionate, outgoing, and energetic presence;
- Ability to motivate and inspire others to engage and participate in advancing a mission;
- Deep cultural competency and proven ability to interact authentically and effectively with widely diverse audiences and constituencies;
- Empathetic and people-centered, but can act decisively and create systems of accountability and performance management;
- Action oriented, entrepreneurial, adaptable, and innovative in approach;
- Transparency, integrity, sense of humor;
- Mission driven, self-directed, and possessing of deep process knowledge.