



## **Job Opening – Executive Director**

The Eastown Community Association (ECA) is seeking an energetic, self-starting candidate to serve as full-time Executive Director. If you are chosen for this position, you will work under the direction of the ECA board of directors in order to improve the quality of life for residents, business owners, and visitors of the Eastown neighborhood. You will work closely with volunteers, city staff, GRPD, GRFD, business owners, and other neighborhood organizations and groups to engage residents in maintaining a strong neighborhood. Each day, as the sole staff member at the ECA, you will tackle whatever comes your way.

### **NEIGHBORHOOD PLANNING**

You are Eastown's greatest advocate. You represent the voice of Eastown in an official capacity to a diverse list of audiences: city commissioners, developers, businesses, homeowners, landlords, tenants, and other neighborhood boards. This means facilitating a lot of conversations, mediating conflict, and gathering community input to share with public and private entities. You're always asking yourself, "Who else needs to know this?" As you constantly seek opportunities to move Eastown and its residents forward, you will:

- Respond to the needs of Eastown's residents who call, email, or drop-by
- Coordinate neighborhood improvement projects, such as clean-ups, community garden work days, yard work and shoveling for elderly residents, etc.
- Address crime by tracking trends, connecting victims to services, informing block captains of safety issues, providing security surveys to residents, etc.
- Train and support block club captains, currently 40+ strong
- Work with homeowners, landlords, tenants and business owners to successfully resolve issues, including noise disturbances, and housing and yard violations
- Host community forums between residents and potential developers
- Recruit, motivate, and retain volunteers for events, committees, work-days, etc.
- Work with Eastown Business Association to address concerns in the business district
- Serve as staff support for various ECA committees
- Manage the use of the community garden (renting plots, handling contracts, contacting gardeners, planning work days, etc.)

### **EVENT PLANNING**

You are responsible for planning and organizing Eastown's favorite events: Streetfair, Bizarre Bazaar, Picnic in the Park, the annual pancake breakfast meeting, and more. You have demonstrated a working knowledge of the many moving pieces (planned and unplanned!) that go into pulling off a large event. A few examples:

- Implement print and online promotion of events to Eastown and beyond
- Recruit and manage a large group of volunteers leading up to and on event day

- Secure and coordinate quality vendors appropriate to each event

### **MARKETING, FUNDRAISING, AND FINANCIAL MANAGEMENT**

You are running a small 501(c)3 with an invested group of constituents. Eastowners are deeply passionate about where they live, work, and play; they're a diverse group of people to whom you are accountable. You are comfortable reporting to a board of directors, managing the ins-and-outs of a fundraising campaign, and marketing the news of the neighborhood. You will communicate and support all things Eastown to interested parties:

- Expand and utilize the ECA's donor base through the annual campaign
- Handle all necessary grant reporting, including quarterly reports for the City of Grand Rapids and yearly reapplication
- Manage social media and email campaigns, plus update the website regularly
- Promote the Eastown brand through e-newsletter, website, press releases, media alerts
- Compile and publish an Eastown annual report
- Coordinate a bi-monthly print newsletter, including soliciting and invoicing advertisers
- Implement quality donor retention strategies
- Process donations, payments, and invoices alongside accounting firm and board treasurer

### **ADDITIONAL TASKS**

- Maintain detailed records: meeting minutes/agendas, donations, event task timelines, etc.
- Hire and train an intern each semester: post the job, conduct interviews, update the intern binder, complete final evaluations, etc.
- Manage the ECA's upstairs apartment by resolving any maintenance issues, processing rent checks, and renewing the lease when needed
- Manage the ECA building, including snow removal and lawn services, ordering office supplies, and improving services (phone, internet, printer, etc.) when needed

### **QUALIFICATIONS**

A successful candidate is energized by wearing many hats, managing multiple responsibilities and deadlines, and harnessing for good the grassroots nature of this organization. You can handle working alone most days, but welcome any resident issues that pop up. You love Eastown in a big way. You can listen *and* lead and know when each is called for. You will be writing tactful emails in challenging situations, facilitating conversations with six people and seven different interests, and representing a diverse group of people and opinions. You know a good database and sincere donor relations and quality volunteers keep a non-profit running. You can set up your own tasks, stay within a budget/deadline, and complete a project without direct supervision. You work well on your own, but thrive facilitating meetings or motivating a group. You bring out the best in people, like volunteers and board members. For at least two years, you've worked in the field of community development, nonprofit management, fund development, or other relevant work.

**Hours:** Full-time; schedule is flexible, with regular evenings and some weekends required

**Salary:** Commensurate with experience (\$32,000 - \$35,000). Paid holidays, vacation, and sick leave, plus cell phone subsidy. This position is available immediately.

**Submission:** Please send resume, cover letter, and three professional references (all PDF) CC'd to [colletto.heather@gmail.com](mailto:colletto.heather@gmail.com) and [shan.m.cunningham@gmail.com](mailto:shan.m.cunningham@gmail.com).