



## **Position Description: Executive Director**

July 2022

### ***Summary***

Brooklyn Greenway Initiative (BGI) seeks a dynamic leader with a demonstrated record of success in building strategic initiatives and organizational capacity to evolve the organization through its next phase of growth. With an energetic and growing Board, greater-than-ever political will, public support for greenways as a vital component of NYC's future, and generational investments being made in green and social infrastructure, BGI is uniquely positioned and primed to expand its scope of work and impact in New York City.

### ***Background***

[Brooklyn Greenway Initiative](https://brooklyngreenway.org) is a 501(c)(3) nonprofit organization with an annual operating budget of \$1 million and a staff of ten committed to the development, establishment, and long-term stewardship of the Brooklyn Waterfront Greenway – a 26-mile protected and landscaped multiuse trail for people of all ages and abilities. Since its founding in 2004, BGI has channeled more than \$220 million in public and private investment toward implementation of the Brooklyn Waterfront Greenway. Approximately 20 miles of completed Greenway are actively used by more than a million people annually. BGI also leveraged \$2.38 million in public and private investment toward the creation of the Naval Cemetery Landscape (NCL) as a new publicly accessible park-like memorial meadow adjacent to the Greenway within the Brooklyn Navy Yard.

Over the last three years BGI has taken multiple strategic steps toward greater community impact and realizing the full potential of the Brooklyn Waterfront Greenway, and greenways citywide. A first-of-its-kind Greenway User Study is collecting qualitative and quantitative data on use trends and user demographics to better inform outreach, planning, implementation, and stewardship moving forward. In 2021, BGI convened greenway-aligned groups from across NYC's five Boroughs to form the NYC Greenways Coalition, which continues to advocate for comprehensive planning and interagency collaboration toward implementation of a 400-mile citywide greenway network.

### ***Executive Director Responsibilities***

#### **Leadership & Management**

- With the Board of Directors, develop operational plan to fulfill the organization's strategic vision for expanded impact; obtain the necessary resources, partnerships, and funding to support its implementation.
- Supervise and manage all aspects of present and future organizational personnel; provide clear and concise goals and expectations of staff, consultants, and volunteers.
- Be responsible for and manage all aspects of organizational administration, including financial processes and accounts, annual audit and tax filings, insurance policies, payroll, and human resources.
- Arrange and attend monthly Executive Committee and quarterly Board meetings; provide timely communications to the Board; support the work of Board committees; and prepare/oversee annual budget for Board approval.
- Identify and recruit valued prospects to diversify and expand the Board.

#### **Fundraising & Communications**

- Develop a long-term funding plan; expand revenue-generating and fundraising activities to support existing program operations and future expanded impact.

- Strengthen and diversify fundraising sources, including cultivation of unrestricted funding.
- Deepen and refine all aspects of communications from online presence to external relations with the goal of expanding BGI's network of support and influence.
- Elevate the organization's profile to external stakeholders, including public awareness of BGI's role.

#### Program Development & Operations

- Represent and advocate the value of the Brooklyn Waterfront Greenway and citywide greenways network with elected officials, business leaders, the public, and the media.
- Work with City agencies and other public and private partners as needed to ensure the completion and continual enhancement of the Greenway including project planning, dynamic design, timely construction, and stewardship.
- Cultivate and maintain relationships with community, business, and government interests, including liaising with projects adjacent to the Greenway.
- Manage BGI's open spaces and maintenance obligations and grow the organization's stewardship capacity in keeping with the Greenway's expansion.
- Develop strategic direction and related slate of programs and events to advance BGI's mission, goals, and the greenway typology.

#### ***Candidate Qualifications***

Successful candidates will demonstrate capacity and enthusiasm for non-profit management and fundraising, advocacy and coalition building, strategic partnerships with the public sector, and open space administration and programming.

- Demonstrated record of leadership and success in strategic planning, organizational and strategic program development, partnerships, and problem solving.
- Knowledge of Federal, NY State, and NYC governments and experience in developing relationships with key government agencies and elected officials.
- Experience with navigating government processes and operating within a complex multi-stakeholder environment.
- Ten years of senior-level experience in management, including staff supervision and team leadership, finance, project / program management, and fundraising.
- Advanced degree preferred, in field related to nonprofit management, urban planning, public policy, architecture and design, real estate, finance, or law.

#### ***Schedule and Compensation***

The Executive Director is a full-time exempt (salaried) position. Compensation includes \$135,000 - \$150,000 annual salary, paid holiday and PTO time, and option to enroll in BGI group healthcare.

#### ***Application Process***

Interested candidates, please submit your cover letter, resume, and references to [edsearch@brooklyngreenway.org](mailto:edsearch@brooklyngreenway.org) with "Executive Director" in the subject line by August 11, 2022. In your cover letter, please explain your vision for the Greenway and how your skills and experience will achieve that vision. We will contact only those individuals whose applications are being considered.

**Brooklyn Greenway Initiative is firmly committed to welcoming and investing in a workforce that reflects the communities we serve, including all races and ethnicities, genders and sexual orientations, religious and political beliefs, and abilities that represent the diversity of Brooklyn. Women, people of color, members of the LGBT community, individuals with disabilities, and veterans are strongly encouraged to apply. All qualified candidates will receive consideration for employment without regard to their race, religion, ancestry, national origin, sex, sexual orientation, gender identity or expression, age, disability, marital status, medical condition, veteran status or any other basis as protected by federal, state, or local law.**