



San Francisco Housing Action Coalition (SFHAC) EXECUTIVE DIRECTOR POSITION DESCRIPTION

ABOUT SFHAC

The San Francisco Housing Action Coalition (“[SFHAC](#)”) believes that more housing means more choices and better solutions for San Franciscans. It is a member-supported nonprofit that is currently the only organization dedicated to advocating for building new, well-designed, and well-located housing at all levels of affordability. Established in 1999 as a fiscal project of the Greenbelt Alliance, SFHAC works to connect organizations, individuals, decision-makers, and business leaders to find constructive solutions for the diverse housing needs of current and future San Francisco residents. As a strong alliance of businesses, organizations, and individuals, who work on supporting smart housing policy, transit-oriented development, and creative affordable housing solutions, SFHAC plays a major role in helping to pave the way for building our ideal city and neighborhoods.

ROLE DESCRIPTION

The Executive Director will direct and implement the activities, projects, and initiatives of the San Francisco Housing Action Coalition. Guided by the SFHAC’s members, committee input, and a new 3-year strategic plan, the Executive Director will oversee all advocacy, fundraising, staffing, media, and public relations for the SFHAC. Taking the role in a time of great fiscal stability and increasing visibility among the San Francisco electorate and advocacy community (“Friends of SFHAC,” city-wide education campaign, and others), the Executive Director will have the opportunity to carry out the political vision and strategic initiatives of this moderate organization at the forefront of the San Francisco housing discussion. The ED will bring to the SFHAC a strong understanding of San Francisco politics and advocacy, both within and outside of city hall.

This full time exempt position will be located in the SFHAC offices in San Francisco and will report to an engaged, 14-member Board of Directors. Evening and weekend meetings are expected. Preferred Start Date: *Early October 2016*

PRIMARY RESPONSIBILITIES

Advocacy and Outreach

The Executive Director will play the major staff role in SFHAC’s advocacy activities including:

- Setting strategy on housing endorsements and housing and land use policy questions decided by SF commissions, SF supervisors, city officials and leaders, civic groups, and individuals. This includes the tracking of issues that are within SFHAC’s policy areas.
- Public advocacy for legislation, policy initiatives, and ballot endorsements at both City Hall and other external forums.
- Executing SFHAC’s vision in San Francisco’s complex political landscape.
- Educating voters on ballot measures in which SFHAC has a stake, including: outreach to members, decision-makers, and City Hall through a city-wide education campaign.
- Supervising community organizing activities and policy work, including regular policy action planning and strategy.

- Outreach to news reporters and media.

Operations

While the Executive Director is the primary external face of the organization, s/he will also be responsible for managing the daily internal operations of the organization, maintaining and building upon SFHAC's current financial stability and reputation.

- Managing staff of 3-5 dynamic professionals, including performance evaluations and coaching.
- Leading the SFHAC staff in vision and mission, including strategy design and execution.
- Maintaining budget and monitoring cash flow; prioritizing fundraising activities and partnership expansion.
- Management of external contractors and service providers.
- Overseeing the current organizational chart and prioritizing new hires and resource allocation.

Fundraising, Communications, and Brand Management

The Executive Director will take a supervisory role in directing strategy and content for SFHAC's fundraising efforts and will hold the primary responsibility for maintaining event sponsors, largely through personal relationships with members, returning sponsors, and friends. Current primary fundraising activities are a year-end membership renewal campaign and two fundraising events: Housing Heroes and the Spring Housing Symposium. This work is tied to the creation of an overall brand management and communications strategy and will be supported by staff and outside consultants.

- **Events:** The Executive Director will oversee event planning for SFHAC's annual Housing Heroes and Housing Forum events. S/he will be responsible for a majority of the outreach required to obtain sponsorship funding.
- **Membership:** The Executive Director is responsible for recruitment and outreach for new business members and membership renewals. This work is guided by The Executive Committee of the board, which makes decisions about membership status, new members, and membership benefits.
- **Revenue and Funding Management:** In collaboration with board and staff, s/he will learn the potential value of securing new fee for service and / or institutional revenue streams, including budget allocations for new educational programs and a growing staff.
- **Partnerships:** Maintaining and building partnerships with business members, city leaders, and peer urban-liveability organizations.

Board and Committee Work

The Executive Director will attend virtually all SFHAC meetings, including (at the board level): Project Review Committee, Regulatory Committee, Ballot Analysis Committee, Membership Committee, and Executive Committee. Efforts include:

- Project Sponsor communications and project lead identification.
- Maintaining guest speaker assignments and invitations; writing and editing meeting blogs.
- Scheduling, agenda and materials preparation, and facilitation of meetings with board and committee members.
- Ensuring implementation of Executive Committee directives.

Media and Writing

The Executive Director will be the primary face and voice of the organization, leading efforts with print, online, and radio / television media. Areas of focus include:

- Guiding the publication of weekly outreach newsletter, including article curation, and editing.
- Written correspondence, policy letters, and blog creation.
- Op-Ed creation and submission.
- Authoring analysis and opinions on proposed legislation; white papers and other policy papers.
- Editing and review of all written material produced at SFHAC.

PREFERRED MINIMUM QUALIFICATIONS

- Proven ability to be successful in an incredibly dynamic and fast-paced environment.
- Proven track record of relationship-building among a diverse group of stakeholders, including policymakers and member organizations.
- Master communicator and persuasive writer with strong public speaking and presentation skills.
- Successful navigator of political landscapes; able to maintain humility and composure under pressure.
- Ability to operationalize an organization's strategic initiatives through to completion.
- Strong fundraising skills.
- Knowledge of San Francisco's political landscape and players.
- Proven non-profit leader, able to lead both employees and organization through a complicated and emotionally charged political environment.

EDUCATION and/or EXPERIENCE

- Must have a bachelor's degree from an accredited college or university (preferably in urban planning, public policy, economic development, real estate finance, or related field). Graduate degree a plus.
- Prior work experience in a nonprofit or corporate management role, including relationship-building, fundraising, advocacy, and policy.
- Familiarity with the San Francisco housing policy space a plus, but not required.

EQUAL OPPORTUNITY

The SFHAC is an equal opportunity employer and does not discriminate on the basis of age, national origin, ethnicity, race, religion, ability, sexual orientation, gender or political affiliation.

COMPENSATION AND APPLICATION INFORMATION

The SFHAC offers competitive financial compensation based on experience. Please submit a resume and cover letter to SFHAC@schaffercombs.com; include your FIRST and LAST name in the subject line.

Please do not contact the client directly. [Schaffer&Combs](#) is retained by SFHAC to manage the Executive Director search. Schaffer&Combs solves problems and provides growth solutions for mission-driven organizations.