



EXECUTIVE DIRECTOR

Green Opportunities (GO) - Nonprofit

Posted: 5/19/2015

Position Type: Full-Time (Paid)

Function: CEO/ED/President

Primary Domain: Community Economic Development

City: Asheville

Postal Code: 28801

State: North Carolina

Country: United States

Revenues: \$1M to \$1.5M

Website: www.greenopportunities.org

Organization

Founded in 2007, Green Opportunities is a 501(c)(3) nonprofit organization based in Asheville, North Carolina. GO's programs address chronic poverty, joblessness and lack of opportunity in underserved, low-wealth neighborhoods throughout Buncombe County and public housing developments in the City of Asheville. Through these programs, GO prepares people for meaningful jobs that support families and improve community and environmental health. The organization has effectively established public, private and academic partnerships to include the Housing Authority of the City of Asheville (HACA), Asheville-Buncombe Technical College (AB Tech), the City of Asheville, and a strong network of relationships with local, regional partners, funders, and government agencies. GO has an enthusiastic and committed current staffing of 11 full time/4 part time employees, an eleven-member board, along with dedicated volunteers, donating 98,000 hours of service during the previous year. In July 2014, GO completed a successful strategic relationship with HACA and relocated into its permanent new state-of-the-art 11,000 sf. Arthur R. Edington Education and Career Center, an exciting hub of community programs and agencies. GO's core programs: <http://www.greenopportunities.org/jobtraining/>

Mission, Vision and Strategy:

The Triple Bottom Line - Asheville's growing green economy and its status as a leader in the urban sustainability movement creates a unique opportunity for GO to provide unemployed and underemployed low-income, impoverished community members access to sustainable green jobs while simultaneously raising awareness that many people are consistently left out of these opportunities. GO's "triple bottom line" focus on **social, economic, and environmental justice** is critical to GO capturing the potential of Asheville's unique status as a "green" city. It gives us a competitive advantage over traditional environmental groups, because we simultaneously address social and economic justice. It also gives us a competitive advantage over social or economic justice groups, because we simultaneously address the environment. GO is dedicated to life, job, career and entrepreneurial skills development for youth and adults living in poverty and transforming economically disenfranchised neighborhoods towards economic and

environmental sustainability. Our fourth bottom line: to integrate the impacts of inter-generational poverty, poor nutrition, illiteracy and environmental hazards in strategic program and training initiatives.

Position

Reporting to the Board of Directors, the Executive Director (ED) will have overall strategic and operational responsibility for Green Opportunities' staff, programs, expansion, and execution of its mission. The organization is poised to move to its next level of growth and effectiveness with the inspired leadership of the right individual. S/he will initially develop deep knowledge of field, core programs, operations, and business plans. The new ED must have proven, successful management, fundraising, and leadership expertise. S/he must possess the ability to oversee day-to-day operations, and the skill to work collaboratively with the GO Board of Directors in guiding the organization. The ED must also possess talent to communicate effectively and build relationships with multiple constituencies, including the Board, staff, donors, strategic community partners, diverse volunteers, government officials, community and faith-based leaders. The ED must also possess a knowledge and understanding of issues related to intergenerational poverty, low wealth communities, racial, discriminatory and economic disparities. As Green Opportunities continues to grow, the ED must also be focused on developing and cultivating the next generation of leaders from within the organization.

Responsibilities

Leadership & Management:

- Work closely with the Board of Directors and staff to translate, support and implement the organization's mission and vision into clear strategic directions, goals, and initiatives
- Ensure ongoing local programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to successfully achieve strategic goals
- Ensure effective systems to track scaling progress with metrics for effective communication to the Board of Directors, funders, and other constituents
- Ensure solid planning, budgeting systems and staff are in place to accurately monitor, assess, and manage the financial health of the organization
- Foster and retain a strong staff built on teamwork and collaborative decision-making in a positive and empowering environment. Oversee staff professional development activities that build leadership skills and motivate performance. Ensure adherence to the personnel policies in all hiring and employment practices
- Actively engage and energize Green Opportunities' volunteers, board members, event committees, alumni, partnering organizations, and funders
- Develop, maintain, and support a strong Board of Directors; serve as ex-officio of each committee, seek and build board involvement with strategic direction for ongoing local initiatives

Fundraising & Communications:

- In partnership with the board and staff, develop, expand and implement appropriate local revenue generating, diversified fund-raising and financial development strategies
- Deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand
- Serve as primary spokesperson and public face for the organization, representing it locally, regionally and nationally. Develop dynamic working relationships with diverse constituencies, including public, academic, private and nonprofit and faith-based groups that support the organization's programs and initiatives.
- Use external presence and relationships to garner new opportunities

Planning & New Business:

- Design the local program expansion and complete a strategic business planning process for exposure into new markets
- Initiate partnership development in new markets, establishing and strengthening relationships with funders, donors, political, community and faith-based leaders
- Provide an external local and national presence that publishes and communicates program results with an emphasis on the successes of the local program as a model for regional, national replication

Required Qualifications

The ED will be thoroughly committed to GO's mission. All candidates should have proven leadership, coaching, and relationship management experience. Concrete demonstrable experience and other qualifications include:

- A track record of effective, inspiring leadership and management (five year minimum) in a performance and outcomes based organization; ability to point to specific examples of having developed and operationalized strategies that moved an organization to the next stage of growth
- Demonstrated relationship building skills to effectively work in collaboration with diverse populations; cultural competency. Commitment to being a change agent serving impoverished communities towards diverse and equitable sustainability
- Strong marketing, public relations, and fundraising expertise with the ability to engage a wide range of stakeholders, cultures, foundations, government, corporate and individual resources
- Working knowledge of federally funded programs and their applications at the State and local levels within the communities served by GO; experience with government contracts and government relations
- Working knowledge and experience with Social Enterprise business models as a tool for revenue diversification and generation
- Demonstrated ability to navigate institutional challenges and solutions that play out both within and outside of the organization with regards to intergenerational poverty/racism and general areas of discrimination
- Expertise in employment training, job placement and retention; entrepreneurial enterprises
- Understanding of principles, strategies and relationships to facilitate sustained community and employment growth. Strong supporter of Life Skills and Financial Literacy training programs
- Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives; budget and financial management
- Demonstrated awareness and understanding of issues related to environmental justice; immediate and long term impacts of gentrification in historically cultural diverse communities
- Collaborative leadership with an exceptional ability to foster a spirit of cooperation with external partners, board members and staff; cultivating board member relationships
- Ability to make difficult, timely decisions in the face of multiple perspectives and interests
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning
- Deliberate, focused idealism, integrity, positive attitude, mission-driven, and self-directed
- Strong written and verbal communication skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills

Desired Qualifications

- Bachelor's Degree in a related field
- Human Resources knowledge and expertise
- Strong grant funding skills to include research, identification, writing, sourcing and oversight

Green Opportunities provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, genetics or veteran status. In addition to federal law requirements, Green Opportunities complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.