



POSITION SPECIFICATION

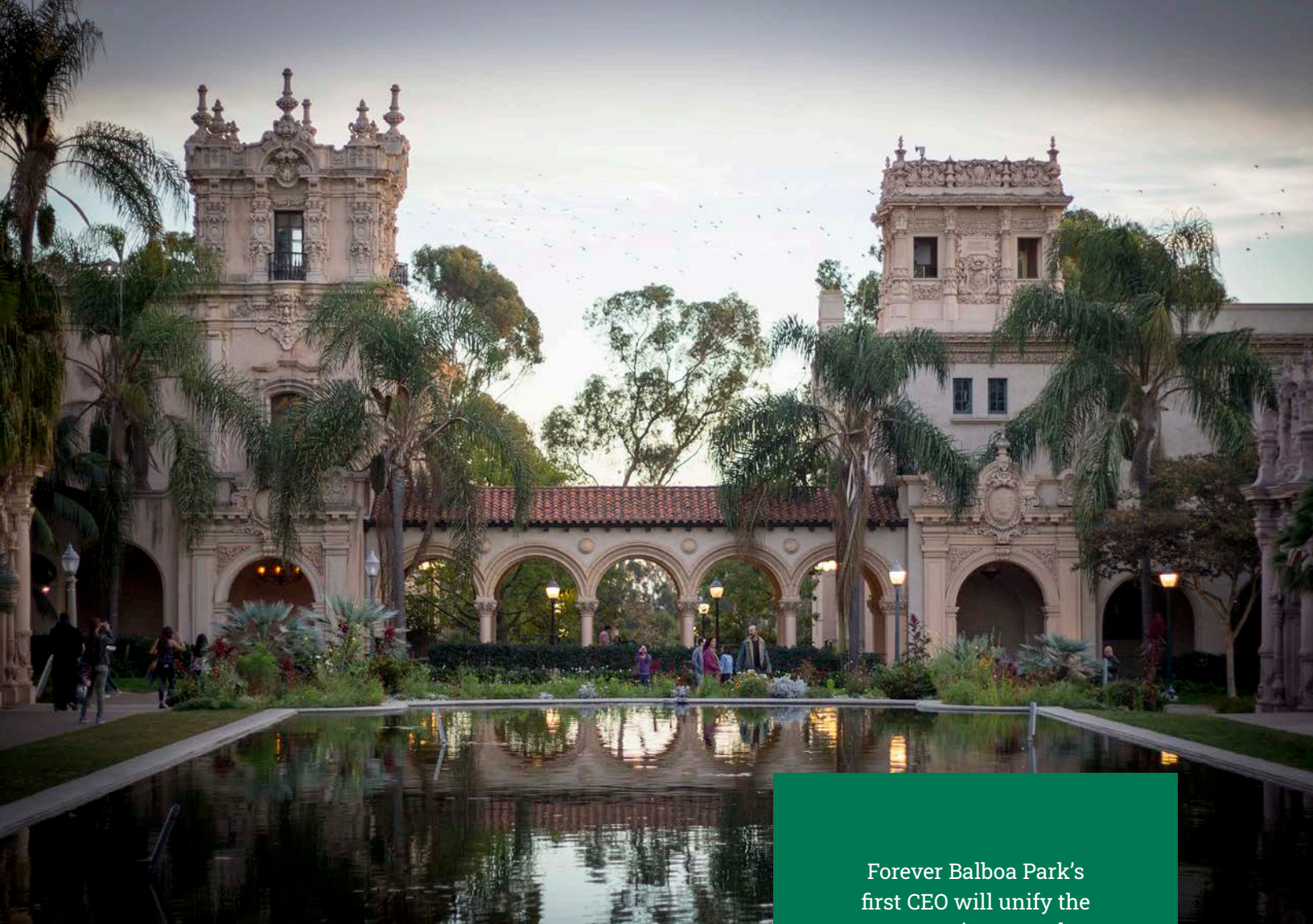
President and CEO

Forever Balboa Park seeks a visionary President and CEO to lead the organization in inspiring park stewardship and a community of belonging where nature and culture meet.



— Search Conducted By —





Forever Balboa Park's first CEO will unify the community around a shared, inclusive vision to transform this urban gem into one of the world's premier urban parks.

ORGANIZATION BACKGROUND

Balboa Park is one of the most visited parks in California and the nation, and the historic crown jewel of San Diego. Spanning 1200 acres, the park is a true urban gem, home to the world-famous San Diego Zoo, award-winning gardens, and over 20 major arts and culture organizations that host extensive events for diverse and culturally rich communities. Years of conservation efforts have elevated Balboa Park as an exemplar of environmental sustainability. A National Historic Landmark since 1977, Balboa Park was ranked 13th internationally by the Project For Public Spaces. The Park is managed and maintained by The City of San Diego Parks and Recreation Department and supported by dozens of non-profit organizations.

Forever Balboa Park is a newly created organization resulting from the merger of the park's two largest philanthropic support organizations, Friends of Balboa Park and Balboa Park Conservancy. The new President and CEO is poised to play a pivotal role with wide latitude to shape and drive the success of Forever Balboa Park. The sky is the limit to shepherd Forever Balboa Park into its next stage of development while raising the park's national profile, enhancing the visitor experience, and establishing a sustainable operations model for a world-class, 21st century botanical garden and park.

RESPONSIBILITIES

The President and CEO must be equally a **visionary, diplomat, fundraiser, conservationist, and community leader** who is influential beyond the confines of the park.

Areas of focus include:

Leadership and Organizational Management

- Unify the community around a shared vision for the park through active listening and authentic, two-way communication that builds trust, collegiality, and strong working relationships among the board, government agencies, culturally diverse constituencies, funders, and hundreds of park partners.
- Integrate two newly merged organizations into one highly effective, culturally inclusive entity that serves as a global role model for an urban park conservancy.
- Collaborate with and develop a board of trustees comprised of composed of sophisticated, cross-sector leaders who share a passion for Balboa Park's sustainability and growth.
- Identify, prioritize, and deliver high-impact park projects in a timely manner and in collaboration with key park partners.
- Develop and achieve goals for conservation and sustainability with the City of San Diego, and in collaboration with county, regional, and state urban park systems.
- Establish a successful public-private partnership for land use, facilities, infrastructure, and buildings with the City of San Diego.
- Manage an organizational team and reinforce a positive, inclusive, and equitable workplace culture that flourishes with a diversity of voices and experiences.
- Oversee an annual planning, budgeting, and review process that engages bold new ideas within fiscal constraints.



Fundraising

- Develop a broad-based fundraising program for capital projects, operational funds, and endowment building that will strengthen the park financially for the next century.
- Build the organization's capacity to grow a significant and sustainable revenue stream.
- Lead a highly visible capital campaign to develop, maintain, and expand funding from individuals, corporations, and foundations.
- Secure new and significant public funds, including local, regional, state, and federal funding.
- Model innovative fundraising practices that make Forever Balboa Park a national leader in securing funds for public parks.

Community Engagement and Inclusion

- Create a sense of belonging and inclusion within the organization, among park partners, and park constituents that contributes to making the park experience welcoming, accessible, and rewarding for people of all abilities, languages, and cultures.
- Implement strategies and benchmarks to expand access and engagement and improve the overall park experience among diverse constituent communities.
- Implement strategies and benchmarks to increase diversity and inclusion among staff and board.
- Collaborate in trainings and applied research with partner organizations to better understand and overcome historical, financial, and physical barriers to park access and use.
- Through communication and programming, openly address and redress institutionalized racism and the history of marginalization and colonization affecting local communities of color..

Public Communication and Park Advocacy

- Oversee all public and media relations as the primary spokesperson for Forever Balboa Park.
- Raise the profile of the organization, both locally and nationally, by attracting new and more diverse park audiences and elevating the visitor experience.
- Act as an advocate and watchdog for the preservation of the park and its cultural, historical, and natural resources.
- Improve visibility, branding, and donor outreach by harnessing social media, garnering local and national press coverage, and presenting at conferences, symposia, and trainings.
- Serve as a thought leader throughout the region on conservation, public-private partnerships, and community engagement.

With extraordinary growth opportunities on the horizon, Forever Balboa Park needs a visionary, politically astute, and relationally focused leader to drive unparalleled success while securing new income.

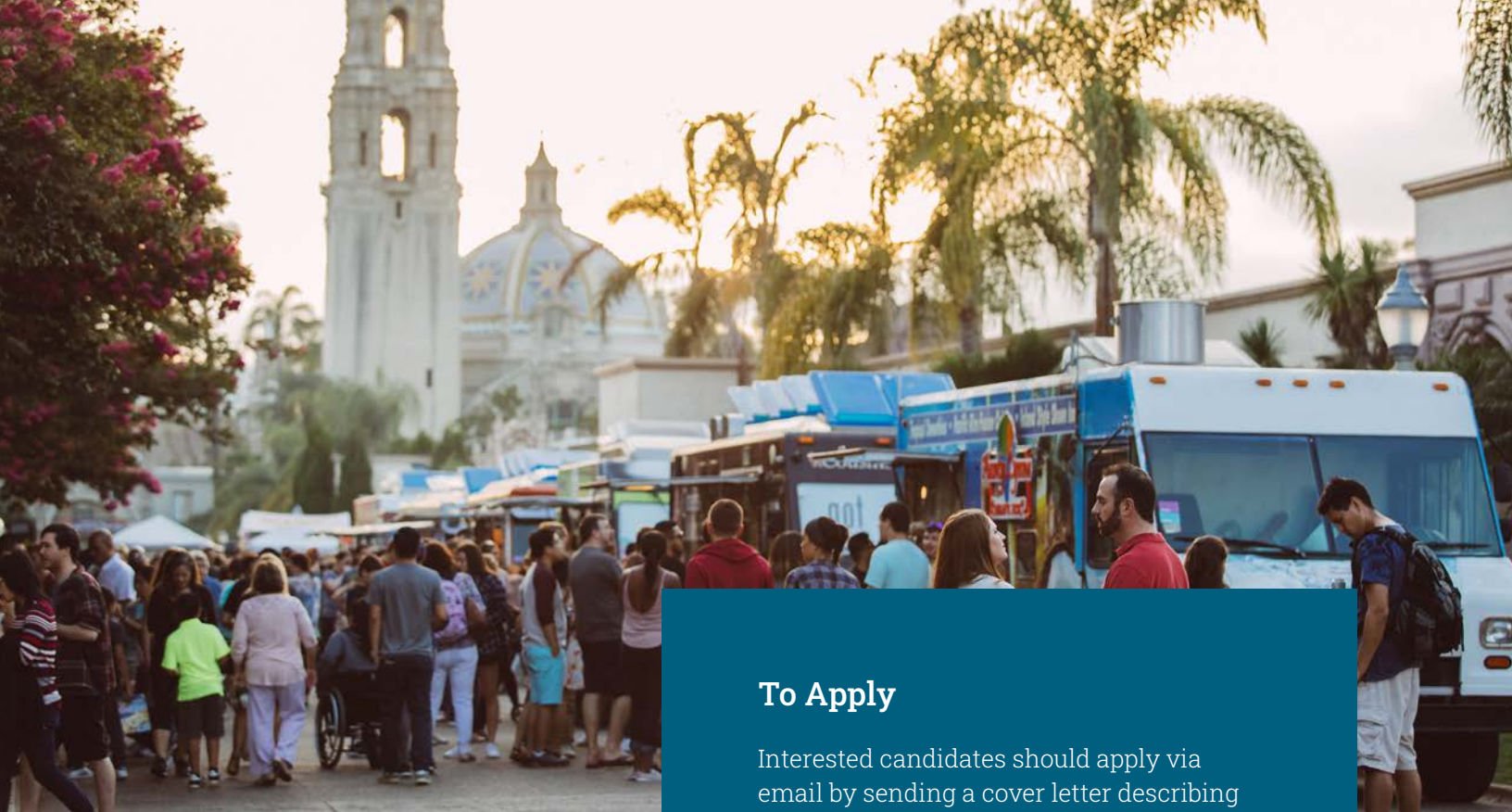


DESIRED EXPERIENCE AND COMPETENCIES

The ideal candidate may come from a variety of career pathways but will demonstrate a passion for public parks while exemplifying a servant-leader approach to taking Balboa Park to the next level. Critical to success will be humility, diplomacy, and flexibility, as well as being a creative thinker, a willing listener and an excellent communicator. Strong executive leadership skills, paired with a collaborative and results-oriented approach, are essential.

The following are desired qualities:

- Exceptional interpersonal and communication skills with a demonstrated ability to build meaningful, collaborative relationships among diverse groups of stakeholders, including local, state, and national governments; board members; donors; leaders of other non-profit park organizations; conservationists; and culturally and linguistically diverse constituents.
- Large-scale fundraising experience and success, including with private philanthropy, foundations, corporate donations, and government funding.
- Champion of equity and inclusion, with previous, demonstrable success expanding access to public spaces for historically marginalized communities, especially BIPOC constituents.
- Extensive public-private partnership experience.
- Stellar public speaking skills and media savvy. Spanish-speaking ability a plus.
- A love of public parks and ability to articulate their societal role.
- Public park management experience and thorough knowledge of national and international public park history, management, and beneficial positioning within civic and political structures.
- Ability to develop the strengths of staff, board, and partners as well as acknowledge one's own areas for potential growth, and demonstrated authentic respect for employees at all levels.
- Knowledge of the San Diego region's philanthropic and civic leadership and socioeconomic influences.
- Physical qualifications include, but are not limited to, the ability to move about the office and out of office to various indoor and outdoor locations, and remaining in a stationary standing and sitting position for extended periods of time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



Location

The President and CEO position will be based out of the organization's headquarters located in San Diego.

Compensation

This is a regular, full-time, exempt position. We offer a competitive compensation package; benefits include paid time off, medical/dental insurance, long- and short-term disability insurance, life insurance, tax-deferred annuity and contribution retirement plan. Relocation assistance will be offered if necessary.

Start Date

Early 2022.

To Apply

Interested candidates should apply via email by sending a cover letter describing their qualifications that match the position criteria and what they will bring to the role, along with a resume, to **BalboaCEOSearch@potrergroup.com** with the subject line "Forever Balboa Park, President and CEO Search."

Please submit your application by November 1, 2021 for priority consideration.

Final offers of employment are contingent upon the successful completion of a background check that may include employment history, national criminal background check, national sex offender registry search, and a driving history check. A valid driver's license and driving record check must have no more than one moving violation in the past three years, no DUI, reckless driving, or serious moving violations, etc.





ADDITIONAL INFORMATION

More information on Forever Balboa Parks can be found at <https://potrergroup.com/executive-search/forever-balboa-parks-president-and-ceo>.

For additional information regarding this opportunity, please contact:

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Forever Balboa Park is an Equal Opportunity Employer.

Our effectiveness is enhanced when equity and inclusiveness are practiced and protected throughout our organizational governance, culture, and staffing. Recruiting and retaining a diverse workforce is a high priority at Forever Balboa Park. The organization does not discriminate on the basis of race, color, national origin, religion, sex, gender, gender expression, gender identity, sexual orientation, physical or mental disability, military, genetic information, ancestry, marital status, age, citizenship, or any other basis prohibited by law in any of its policies, programs, or operations.



Potrero Group is honored to coordinate the President and CEO hiring search on behalf of Forever Balboa Park. Supporting a world-class conservation organization is in perfect alignment with Potrero Group's commitment to providing rigorous strategy and business planning, organizational effectiveness, and nuanced search services to mission-driven organizations. Potrero Group supports innovative leaders and organizations making a difference in the world.

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