



## Deputy Director Job Announcement

Franklin Boulevard Business Association/  
Franklin Neighborhood Development Corporation



Are you a self-starter with a passion for community revitalization, economic development and business support? Do you enjoy being a “jack or jill of all trades” and using and growing your skills in a variety of areas? Then come join our team – we have lots to interest you!

**Overview: Franklin Boulevard Business Association.** Established in 1985, the Franklin Boulevard Business Association (FBBA) is a 501(c)(6) Property-Based Business Improvement District (PBID) and a Business Improvement Area (BIA) in south Sacramento. Centrally located along Franklin Boulevard, the business district is approximately four miles long between Broadway to the north and Turnbridge to the south, and one-mile-wide between Highway 99 to the east and 24<sup>th</sup> Ave to the west. Considered Sacramento’s “Latino District,” the Franklin area has a strong emphasis on Mexican and Southeast Asian heritage and culture. Businesses are also predominantly independent and family-owned and operated. FBBA represents the interests of approximately 150 commercial property owners in the PBID and 640 business owners in the PBID/BIA.

**Franklin Neighborhood Development Corporation:** Established in 2014, the Franklin Neighborhood Development Corporation (FNDC) is a 501(c)(3) community development corporation created as a nonprofit arm to help revitalize the Franklin District into a vibrant area for businesses and residents. FNDC is helping to lead improvements including a new Complete Street for Franklin Boulevard, mural arts projects, programs to support small businesses and Latino/a entrepreneurs, a monthly Franklin Market, partnership efforts to increase housing and greenspace, and inclusive economic development and policy initiatives to help improve the economy, environment, and livability of our District.

### General Position Description

The Deputy Director serves both the FBBA and FNDC. The Deputy Director plays a key role in both organizations in areas including administration, microenterprise and small business programs and support, implementation of projects and strategies from the *Franklin District Community Climate & Revitalization Playbook*, communications and outreach, events, and Board engagement.

### Specific Responsibilities

#### Administration

- Assume day-to-day administration, operations, budgeting, financial monitoring, and coordination with accounting firm for both organizations.
- Coordinate with, guide, and mentor FBBA and FNDC staff as needed.

#### District and Small Business Support

- Work with businesses and property owners, clean and safe team, law enforcement and code enforcement to ensure district cleanliness and safety, address needs, and solve problems
- Work with FBBA and FNDC staff to support the District, existing and new businesses, and microentrepreneurs, through training, technical assistance, branding, marketing, and events

### **Franklin Playbook Implementation**

Proactively work on implementing Franklin Playbook strategies and actions, including:

- Seeking and managing grant funds for programs and projects
- Project planning, management, and evaluation of District projects (e.g., Complete Street, murals, microenterprise program, monthly Market, housing and transportation initiatives, etc.)
- Coordinating with staff, stakeholders, partners, and elected officials on District efforts

### **Communications**

- Coordinate, attend, and/or lead meetings relevant to the District, and represent FBBA and/or FNDC at outside meetings, coalitions, conferences, and other public events as needed
- Ensure development of monthly electronic newsletters and Annual Reports for both organizations

### **Events**

- Work with staff, partners, and consultants to ensure successful planning and execution of FBBA's Annual Meeting & Luncheon, National Night Out, Back to the Boulevard, and other special events

### **Board Relations**

- Serve the FBBA/FNDC Board of Directors and Executive Committee, including helping to make presentations and prepare agendas and packets for monthly meetings to ensure the Board and Executive Committee can effectively fulfill their legal, fiduciary, and advisory responsibilities

### **Candidate Background**

We seek a highly motivated, tenacious and enthusiastic self-starter to help lead both organizations.

Preferred candidates will have skills/experience in:

- Administration, budgeting, and staff supervision
- Developing and implementing community economic development or similar programs and projects
- Fundraising and grant management
- Planning community events
- Providing resources, referrals, support, and technical assistance, especially for small businesses
- Working with diverse communities, including immigrant and/or non-English speakers
- Working with a board of directors, elected officials, and large public agencies
- Navigating the "politics" of getting things done with the City, County, and other regional agencies
- Microsoft Office and other software programs, and strong writing skills

### **Desirable:**

- Previous experience working for or knowledge of business districts and/or community development corporations (CDCs)
- Experience with small business management, operations, and/or technical assistance
- Experience with marketing and branding
- Knowledge and understanding of the principles of urban planning (e.g., smart growth, complete streets, environmental justice, and climate resiliency)
- Bilingual skills in Spanish strongly preferred, but not required

## **Compensation**

Salary: \$60,000 per year. We are not a large enough agency to offer health benefits so most staff have coverage through a spouse/partner or Covered California, but we do offer:

- Mileage reimbursement
- 9 paid federally recognized holidays per calendar year
- Sick leave and two weeks paid vacation per calendar year, increasing to three weeks paid vacation after two years

## **Applications**

Interested applicants should email or mail a **cover letter and resume** to the Franklin Boulevard Business Association, 5383 Franklin Blvd, Ste. C, Sacramento, CA 95820, or [Kendra@FranklinBlvdDistrict.com](mailto:Kendra@FranklinBlvdDistrict.com). **Email is preferred.**

**Reviews of applications will begin October 19, 2021. Open until filled.** Selected candidates will be invited for a virtual or in-person interview. Start date is negotiable; preferred start is by/before Dec. 1.