



Position Profile
Executive Director
Charlottesville Tomorrow
Charlottesville, Virginia

The Opportunity

Charlottesville Tomorrow, a nonprofit news organization in Charlottesville, VA, is seeking a dynamic leader to become its next **Executive Director**. The Executive Director will work with an engaged Board and committed full-time staff to drive Charlottesville Tomorrow's mission: to inform and engage the public by providing clear, non-partisan information and research on land use, transportation, community design and public education issues with the confidence an informed public will make decisions that will protect and build upon the distinctive character of the Charlottesville-Albemarle area.

This Executive Director will oversee and manage all aspects of the organization, with a particular focus on strategic planning, financial management, and editorial leadership. In addition, the selected candidate will function as the chief strategist, innovative thinker, and team leader – especially in regard to fiscal sustainability, fundraising, messaging, and overall program development.

Background

Founded in 2005, Charlottesville Tomorrow is a pioneering, national model for the future of local news. The nonprofit is highly respected for its award-winning journalism and mission to convene and engage the public on key quality of life issues to create a better community.

Charlottesville Tomorrow is a trusted source of in-depth information on key quality of life issues before local government in the City of Charlottesville and Albemarle County. Charlottesville Tomorrow's journalism is widely distributed to the public through partnerships with the daily newspaper (print & online editions), on its website, in email alerts, and in local election voter guides. Charlottesville Tomorrow's unique partnership with *The Daily Progress* newspaper has been profiled by numerous national media publications and the collaboration provides the community with greater access to in-depth solutions journalism.

Charlottesville Tomorrow also has a strong track record of being a trusted community convener. It has held numerous events to highlight successful approaches from other communities as well as to discuss challenges and opportunities in the greater Charlottesville-Albemarle community. The combination of solutions journalism with direct community engagement has been the key driver to its success.

Charlottesville Tomorrow is a member of the Charlottesville Regional Chamber of Commerce, the Center for Nonprofit Excellence, and the Charlottesville Business Innovation Council.

In 2012, Charlottesville Tomorrow became the first online member of the Virginia Press Association and an inaugural member of the Local Independent Online News (LION) publishers' association. In 2014, it joined the Institute for Nonprofit News (formerly the Investigative News Network).



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Charlottesville Tomorrow has about 23,000 readers utilizing its website on a monthly basis and it has more than 14,000 subscribers to its email newsletters. For more information, go to the Charlottesville Tomorrow website: www.cvilletomorrow.org.

The Charlottesville-Albemarle area

Located in the rolling green hills of a cherished historic landscape in central Virginia, Charlottesville and Albemarle County are increasingly the home of young professionals, families and retired people, who are drawn to its college-town vibe, great restaurant scene, vineyards, history, and celebrated intellectual and cultural life.

With a city population just under 50,000 and an enviable location two hours' drive from Washington, D.C., two or three hours from Atlantic beaches, and an easy Amtrak ride to other East Coast cities, the Charlottesville-Albemarle area offers convenience along with a tempting array of entertainment and arts options, shopping, and enough bustle to keep things interesting. Albemarle County with its 110,000 residents surrounds the City of Charlottesville.

The Charlottesville-Albemarle area is home to Thomas Jefferson's famed Monticello residence as well as the University of Virginia (UVA). Charlottesville is graced with many impressive historic buildings. Large employers include the University of Virginia and its nationally ranked UVA Health System (Medical Center), Sentara - Martha Jefferson Hospital, State Farm Insurance Company, and Northrop Grumman. Charlottesville offers a variety of independent restaurants, shopping opportunities and entertainment venues.

The rich experiences afforded by the presence of the University of Virginia cannot be overstated, from music to film festivals to theater and more. Charlottesville's Downtown Mall is a fixture of its dining, entertainment and retail scene and perhaps the city's most popular meeting place for students and non-students alike. More than 120 retail shops and numerous restaurants keep the mall bustling along with a number of venues for music, theater and film.

Just out of town is the Shenandoah National Park with its excellent hiking trails, stunning views of the surrounding Blue Ridge Mountains, and access to the Appalachian Trail. And, officials in the Charlottesville-Albemarle area make parks and green spaces a priority.

Ranked No. 21 on *Livability's* 2015 list of Top 100 Best Places to Live, the Charlottesville-Albemarle area ranked high in nearly every measure of what makes a great community, but especially shone in the areas of amenities, education, health and infrastructure. Charlottesville is included in *National Geographic's* 2018 list of The Best Cities in the United States, www.nationalgeographic.com, and appears on a *National Geographic* list of the These Are the Happiest Cities in the United States.

The Position

Location

The Executive Director position is based at Charlottesville Tomorrow, 100 Fifth Street NE, Charlottesville, VA 22902. The office, newsroom and public gallery that comprise the nonprofit's office are on Charlottesville's historic, pedestrian Downtown Mall.

Reporting Relationships

The Executive Director reports to the Chair of the 12-member Board of Directors, who represent a cross-section of Charlottesville's business community.



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The Executive Director supervises the Charlottesville Tomorrow staff of four professionals including a Development Associate, Community Engagement & Marketing Specialist, Senior Reporter, and Education & Business Reporter. The Charlottesville Tomorrow staff team is passionate about the future of the community and in helping the public make informed choices to create an even better community. Half of the staff have been with Charlottesville Tomorrow for more than five years, highlighting their engagement and pride in the organization and its mission.

Other important relationships include Charlottesville Tomorrow's readers, donors, media partners, local business membership organizations, and local and national nonprofit partners.

Position Charter

The Executive Director is responsible for the organization's strategic vision and execution including operations, programs, finances, communications, community partnerships, and human resources. The Executive Director will work with Charlottesville Tomorrow's Board and staff to further its mission to inform and engage the public by providing clear, non-partisan information and research on land use, transportation, community design and public education issues with the confidence an informed public will make decisions that will protect and build upon the distinctive character of the Charlottesville-Albemarle area.

Major Duties and Responsibilities include:

- Manage the day-to-day activities of the staff and Charlottesville Tomorrow, including: serve as editor-in-chief assigning and editing stories; respond to reader inquiries; ensure adherence to organization's nonpartisan mission and journalistic standards; supervise, mentor and empower staff to accomplish objectives; attract and retain organizational talent.
- Expand Charlottesville Tomorrow's role as the leading provider of in-depth information on key quality of life issues impacting the Charlottesville-Albemarle area.
- Create greater awareness of Charlottesville Tomorrow and promote its resources in the Charlottesville-Albemarle area.
- Establish the strategic vision and tone to ensure the organization provides excellent value to readers, supporters and partners.
- Work with the Board and staff to develop and plan short- and long-range organizational goals and objectives; regularly review progress with the Board.
- Establish and measure key performance indicators for Charlottesville Tomorrow and its staff, with a particular focus on financial sustainability, website utilization, community engagement and news production.
- Working with the Development staff and Board, cultivate a robust revenue stream through a combination of major gifts, annual giving, sponsorships, grants and philanthropy.
- In concert with the Board and staff, oversee Charlottesville Tomorrow's annual operating budget of \$475,000.
- Represent Charlottesville Tomorrow as a key liaison throughout the community and present Charlottesville Tomorrow's mission, vision, and services to its myriad of constituents through written communications and public speaking opportunities.
- Meet regularly with the Chair of the Board, and other Board members as appropriate, supplying background information/advance materials and clarifying issues.



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Travel

Occasional travel is required, generally within Virginia, and periodically to other states for conferences supporting Charlottesville Tomorrow's mission.

Compensation and Benefits

A competitive compensation package will be offered, dependent on education and experience. The benefits package includes three weeks of vacation in the first year, family coverage for medical and dental insurance, and a Simple IRA retirement plan.

The Candidate

Education

A Bachelor's degree is required. Persons with degrees in journalism or business may be advantaged.

Professional Qualifications

Candidates may come from a variety of professional backgrounds. The preferred candidate may be a top executive of a nonprofit organization, media organization or someone who has served in a corporate development/marketing/sales role where community leadership is clearly evidenced. An experienced, entrepreneurial leader with a background that includes significant engagement with nonprofits, journalism, and a keen interest and passion for Charlottesville Tomorrow's mission and the Charlottesville-Albemarle area may be well suited for this role.

Knowledge, Skills, Abilities and Attributes

- **Commitment to mission.** Able to demonstrate a strong commitment to and entrepreneurial-like passion for delivering high-quality, unbiased journalism and reporting and for the mission of Charlottesville Tomorrow; personal or professional experience in a "connector role"; or experience in an entrepreneurial media-related organization.
- **Understands the mechanics of modern journalism and publishing.** Capable of supervising full-time journalists; comfortable editing all news content; meets deadlines; coordinates news coverage assignments with media partners; understands and appreciates the technology required to publish and distribute non-partisan information and research.
- **Excellent verbal and written skills.** Attention to detail and upholds highest standards of journalism.
- **Senior-level, hands-on management experience.** Minimum of three years of progressive leadership; candidates who have operated as the primary organizational leader and effectively managed multiple, diverse constituents are strongly preferred; comfortable leading by example and direct engagement.
- **Marketing, branding, and development.** Possessing the experience and knowledge to effectively market, promote, and sell the mission of the organization.
- **Public relations.** Experience serving as "the public face" of an organization and articulating its mission, goals, and objectives to a broad and diverse audience; effective at interacting with the media, community groups, and elected officials.
- **Fundraising and investor relations.** Experience with multiple funding activities including development programs, capital campaigns, and special events; personal experience with successfully soliciting individual and corporate donors; demonstrated ability to cultivate donors and investors and expand their commitment to the organization's mission.
- **Planning and fiscal management.** Experience in developing and implementing tactical and strategic plans as well as overseeing the financial affairs of the organization.
- **Board relationships.** Significant involvement with governance issues and the engagement of the Board of Directors.



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- **Establish contacts.** Demonstrated ability to develop and maintain key local, regional and national connections with economic development, public and private sector leaders.

Desired Personal Traits

- **Leadership.** A self-motivated individual with vision and the ability to articulate such; can manage, motivate, challenge and delegate to others; results oriented; meets established goals and objectives.
- **Connector.** Possesses exceptional listening and relationship-building skills; ability to use those skills creatively and effectively across a broad range of constituents to support the mission.
- **Visible, personable, and persuasive.** An outgoing individual who is highly visible to key stakeholders; active in the community; listens genuinely; possesses superior oral and written skills; able to motivate and encourage people from a variety of backgrounds, experiences, and viewpoints to embrace the organization's mission.
- **Relational, collaborative, and inclusive.** Builds collaborative and effective partnerships among various parties; has a commitment to and appreciation of the value of diversity at all levels; is a team player.
- **Credible and energetic.** Possesses the highest ethical and moral standards; is genuinely enthusiastic and committed to mutual respect with the Board, staff, and community.
- **Decisive.** Demonstrated excellent decision-making; encourages lively debate and engages diverse opinions to improve the quality of decision-making.
- **Strategic thinker.** Able to envision and articulate “the big picture” and lead the organization toward future goals; attuned to trends influencing the future.
- **Imaginative and passionate.** Able to envision nontraditional opportunities and solutions and share the vision with passion and conviction.

Challenges and Opportunity

The Executive Director of Charlottesville Tomorrow is a unique leadership opportunity to bring passion and focus to the organization and community striving for the best for its residents. The Executive Director will work alongside a dedicated Charlottesville Tomorrow staff and a committed Board of Directors in an operationally sound, well-respected organization.

In the first year of leadership, the Executive Director of Charlottesville Tomorrow will be expected to:

- Establish a presence as Charlottesville Tomorrow's Executive Director and form effective working relationships with key constituents as well as leaders of partner organizations.
- Become completely familiar and engaged with all operating aspects of Charlottesville Tomorrow including human resources, finances, operations, funders and collaborators, and Board members.
- Evaluate all aspects of Charlottesville Tomorrow in order to make recommendations and implement subsequent enhancements and changes.
- Refine the strategic direction of Charlottesville Tomorrow. Develop strategic and operational plans and maintain focus on strategies while evaluating and surfacing new opportunities/issues.
- Lead the effort to build and launch a new website working with a local web development firm.

Contacts

Charlottesville Tomorrow firmly supports the principle and philosophy of equal opportunity for all individuals, regardless of race, religion, sex, age, national origin or disability. Interested candidates should send a cover letter (including compensation expectations) and a resume/CV to argregory@cvilletomorrow.org.

Only electronic submissions will be considered. PLEASE NO PHONE CALLS.

February 2018