



Job Announcement

EXECUTIVE DIRECTOR

OVERVIEW

Senderos, a nonprofit organization in Santa Cruz, California, seeks a talented administrator to lead our multi-service nonprofit organization into the future. This position will be responsible for a broad range of duties overseeing the strategy and operations of the organization, including: community relations, social media, event planning, meeting facilitation, resource development, finance, program and event coordination, communications, and managing multiple priorities and deadlines. Exact hours to be determined with successful candidate, but flexible and maximum of 35 hours per week, including some evenings and weekends. Spanish/English fluency required.

Candidates will possess a personal commitment to equity, diversity, cultural arts, educational advancement, social justice, and a strong desire to make a difference in the lives of indigenous and Latinx youth and families, many of whom are immigrants. The Executive Director will be thoroughly committed to the mission and values of Senderos and can communicate those values to a broad audience.

ABOUT SENDEROS

Senderos is marking 20 years in Santa Cruz with a mission to create pathways to success and build community by sharing Latino culture through traditional arts and by fostering educational opportunities. Senderos, meaning *pathways*, celebrates Mexican culture and history through the artistic expression of dance and music, as well as supporting student academic success, adult basic education, and connections to community resources. All programming is free and this year we served 500 families. Senderos is well known for the Guelaguetza cultural festival, Latino Role Models Conference, and many community and school performances seen by 20,000 people annually (pre-COVID). Since the pandemic we expanded our mission to support the immediate needs of the immigrant community partnering with the Community Foundation of Santa Cruz County and other organizations. Through our affiliation with Santa Cruz City Schools, we use school sites for our activities. We are funded by state, local, foundation grants, individual and business donors. Part-time administrative support is provided through Arts Council Santa Cruz County. We are governed by a 16-member Board of Trustees and currently managed by a volunteer leadership team comprised of Senderos two co-founders and three Board members.

DUTIES AND RESPONSIBILITIES

Leadership and Management / Administration

- Coordinate day-to-day organizational operations
- Work with the Board President to develop, maintain and support a strong Board of Trustees, including functional board committees
- Provide supervision and direction to staff and volunteers
- Focus on sustainability and growth of the organization in support of the mission
- Lead strategic planning efforts in coordination with the Board

Community Engagement

- Serve as the primary liaison and spokesperson with local educational, community partners, business, donors, and media
- Stay connected with Senderos families to ensure welcoming, accessible programs and activities and represent their needs and concerns to the greater community
- Seek opportunities to partner with other organizations to benefit Senderos participants

Resource Development

- Expand revenue generating and fundraising activities to support existing programs and sustain growth in the future
- Foster relationships with donors, businesses, funders to promote giving
- Manage donor database system and stewardship of donor relationships
- Engage participation of Board of Trustees in development efforts
- Ensure timely completion of grant proposals and reporting requirements

Finance

- Oversee organizational finances in coordination with Board Treasurer and ensure financial targets are achieved and monitored
- Prepare annual budget and regularly report to Board on financial progress
- Ensure that all nonprofit compliance and regulatory requirements are met

Marketing and Communications

- Responsible for communications planning and implementation including: social media presence, press relations, e-newsletter, promotion and marketing of activities and events
- Coordinate with business partners (marketing, printing), and professional services (photography, videography) for maximum exposure
- Focus on outreach efforts to expand participation in Senderos programs and activities

Program and Event Coordination

- Work with program coordinators, teachers, volunteers, and Board Trustees to articulate program design and implementation to ensure accessibility, outreach, and realistic goals and measure impact
- Support event planning to include working with partner agencies and vendors, volunteer management, sponsorships, and other necessary logistics

DESIRED QUALIFICATIONS

- Spanish and English fluency required.
- Excellent verbal and written communication skills.
- Bachelor's degree or equivalent relevant experience.
- Computer proficiency in Microsoft Office and Google Suite. Experience with QuickBooks Online and donor database systems is a plus.
- Creative user of social media applications (Instagram, Facebook). Experience with websites (WordPress), email marketing (Mailchimp) is a plus.
- Ability to work effectively in collaboration with diverse groups of people.
- Committed to anti-racist work and awareness of the cultural, social, and economic disparities in the community.
- Able to be flexible and work collaboratively with a non-traditional organizational structure.
- Community organizing experience is a plus.
- Mission-driven and self-directed.
- Creative thinker who can see the big picture and be attentive to detail.
- Work remotely; flexible schedule, including some evenings and weekends.
- Own vehicle, valid driver's license, and clean driving record required.

COMPENSATION/BENEFITS:

\$68,000-\$78,000 annual salary dependent on education and experience (prorated based on percent of time). Paid time off: 12 vacation days, 12 sick and 11 holidays (prorated based on percent of time). Health insurance offered.

TO APPLY:

The ideal candidate will have many of the skills outlined in this job announcement. However, if you fit most but not all the qualifications, please do apply. In your cover letter, please do not restate information we will find in your resume. Be direct about your strengths and interests and tell us why you would be an amazing fit with Senderos. Resumes without a cover letter will not be considered. Open until filled. First review of applications by 10/8/21.

Please email your resume and a cover letter in a single PDF to: info@SCSenderos.org with the subject: "Your last name - Executive Director"

Senderos is an equal opportunity employer committed to involving and empowering people of all backgrounds. We value the diversity of individuals, ideas, perspectives, insights, and values, and what they bring to the workplace. Applications are welcome from all qualified candidates.