



*CONFIDENTIAL POSITION PROFILE*

**DEPUTY DIRECTOR**  
**Atlanta BeltLine Partnership**



## POSITION DESCRIPTION

<b>Client Organization:</b>	<b>Atlanta BeltLine Partnership</b>
<b>Position Title:</b>	<b>Deputy Director</b>
<b>Reports To:</b>	<b>Executive Director</b>
<b>Location:</b>	<b>Atlanta, GA</b>

## COMPANY OVERVIEW:

The Atlanta BeltLine is a sustainable redevelopment project that is among the largest, most wide-ranging urban revitalization programs currently underway in the United States. The Atlanta BeltLine project encompasses not only the construction of physical infrastructure (parks, trails, transit), but also the creation of economically and culturally vibrant, walkable, sustainable, mixed-income communities that are connected physically, civically, and socially and lead to a high quality of life for Atlanta's residents. It includes 22 miles of light-rail transit in the Atlanta BeltLine corridor, 33 miles of trails, over 1,200 acres of new parkland, several miles of new streets and streetscapes, public art, and brownfield reclamation, as well as the creation of 5,600 units of affordable housing and the generation of tens of thousands of jobs.

The Atlanta BeltLine Partnership is the nonprofit organization formed in 2005 to advance the Atlanta BeltLine project. The Partnership **enables** the Atlanta BeltLine project by raising money from the private and philanthropic sectors, **engages** the public through programming, events and activities, and **empowers** residents through partnerships that bring about positive outcomes in the areas of health, housing and access to economic opportunity.

The Atlanta BeltLine Partnership's sister organization, Atlanta BeltLine, Inc. (ABI), is the entity tasked with planning and executing the implementation of the Atlanta BeltLine in partnership with other public and private organizations, including City of Atlanta departments.

The Partnership plays an important role in delivering the Atlanta BeltLine – a project of national significance. The organization plays the critical role of raising philanthropic capital to support the implementation of the Atlanta BeltLine. The Atlanta BeltLine Strategic Implementation Plan, which was adopted at the end of 2013, estimates \$275 million of philanthropic and other private funding could be required to complete the Atlanta BeltLine by 2030.

Equally important, The Partnership manages a robust portfolio of programs – many of which are delivered via formalized partnerships with other organizations – that maintain strong, broad-based civic and community support for the Atlanta BeltLine and enhance the ability of the

investments in Atlanta BeltLine infrastructure to yield positive health, economic, and other social outcomes for residents in Atlanta BeltLine neighborhoods and beyond.

Led by a small but exceptionally competent core staff, The Partnership has accomplished its objectives via myriad partners, a network of specialized contractors, and hundreds of active volunteers.

### **POSITION OVERVIEW:**

The success of the Atlanta BeltLine is dependent on a broad base of community support that sustains the political and civic will required to deliver and care for the project over its 25-year implementation and beyond. The Deputy Director will provide critical leadership over the Atlanta BeltLine Partnership's programs and initiatives that cultivate and maintain this support.

The Deputy Director will have purview over two components of the Atlanta BeltLine Partnership's mission:

- 1) **Engaging** the public through programming, events and activities designed to educate the public about the Atlanta BeltLine, activate Atlanta BeltLine parks and trails, and mobilize advocates to support the project.
- 2) **Empowering** residents through partnerships that bring about positive outcomes in the areas of health, housing and access to economic opportunity.

Both areas require strong, collaborative relationships with community leaders and partner organizations coupled with the ability to make strategic decisions about resource allocation and program development.

The Deputy Director will be supported by a team that manages day-to-day delivery of programming that engages the public, including tours, fitness classes, Run.Walk.Go! race series, Adopt-the-Atlanta BeltLine, volunteer speakers bureau, and special events.

The Deputy Director will work under the guidance of the Executive Director to fully develop and implement the organization's strategy for empowering residents using data and building coordinated coalitions in a systematic way to address issues related to health, housing and economic opportunity in Atlanta BeltLine neighborhoods.

### **KEY RESPONSIBILITIES:**

- **Strategic Planning** – Working from the organization's existing strategic plan, determine how to best achieve desired outcomes through programming, partnerships, and relationships with residents and community leaders.

- **Community Leadership** – Serve as a leader, alliance builder, and trusted voice within the City of Atlanta and Fulton County as it pertains to the impact of the Atlanta BeltLine on the community.
- **Evaluation and Measurement** – Evaluate program effectiveness to ensure we are inspirationally, credibly, and accurately conveying information about the Atlanta BeltLine; having a measurable impact on the public’s understanding of and support for the Atlanta BeltLine; identifying and implementing approaches to increase program participation; and wisely investing our resources.
- **Communications** – Work with the Communications Coordinator to develop processes for efficiently communicating relevant information to a robust network of community leaders and partner organizations. Develop and implement approaches to expand our communications reach.
- **Partner Cultivation** – Cultivate new and existing partner relationships to leverage external resources that will support delivery of the full Atlanta BeltLine vision and the Atlanta BeltLine Partnership’s programs.
- **Executive Leadership** – Participate in organization wide problem-solving, decision making and strategy development as a member of the executive team.
- **Department Leadership** – Manage a high performing program delivery team, providing supervision and support to team members, with the ability to pitch in and execute hands on as needed.
- **Thought Leadership** – Synthesize input from subject-matter experts, community members, partners, and personal observation and experience to develop recommendations for delivering the full, inclusive vision for the Atlanta BeltLine.
- **Budget** - Develop and manage the budget for engage and empower programs and initiatives.

## **QUALIFICATIONS:**

### ***Education/Professional Credentials***

- Bachelor’s degree
- Master’s degree preferred

### ***Experience***

- Minimum of five years senior level management experience, with a track record of building strong relationships with external partners and motivating internal teams
- Minimum of ten years demonstrated success and senior level responsibility in corporate, nonprofit, and/or government serving in progressively challenging positions.
- Minimum of four years working directly and collaboratively with community-based leadership in the City of Atlanta, preferably in neighborhoods along the Atlanta BeltLine

***Skills***

- Demonstrated excellence in communications – written and verbal, with strong interpersonal skills.
- Relates well to all kinds of people and comfortably builds strong relationships with racially, culturally, and economically diverse stakeholders, including but not limited to neighborhood residents, community leaders, non-profit and corporate partners, volunteers, board members, elected officials, and funders.
- Compassion and strong listening skills.
- Highly collaborative working style.
- Able to think both strategically and tactically to develop and implement solutions based on high-level goals and objectives.
- Track record of building and managing high performance teams that produce high-quality results that are timely and cost effective.
- Strong leadership, analytical and strategic planning skills, including demonstrated ability to work across organizational boundaries to produce results.
- Comfortable working in a high-profile, public-facing environment.
- Able to manage competing priorities.
- Understanding of affordable housing.
- Demonstrated passion for the Atlanta BeltLine.

**CONTACT INFORMATION:**

If you are interested in exploring this unique opportunity, please contact:

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