

**Position Description  
Executive Director  
Scenic Pittsburgh  
Pittsburgh, PA**

***Executive Summary***

Scenic Pittsburgh (SP) is a start-up organization being established as an affiliate of Scenic America (www.scenic.org) to advocate and support the development and implementation of fair and sound public policies related to visual impacts on neighborhoods, transportation corridors, business, cultural & entertainment districts and streetscapes. SP will look to build relationships with local and regional leaders in the public and private sectors, and work with elected and appointed officials. The charge of Scenic Pittsburgh will be to preserve, protect and enhance the scenic beauty of the Pittsburgh region thereby creating a more beautiful place to live, work, and visit. Scenic Pittsburgh has identified the monitoring and regulation of visual pollution, outdoor advertising and other scenic/visual detractors as a vital component to maintaining a strong vibrant city with high quality neighborhoods, strong/stable property values, and the ability to attract new businesses. SP believes that the protection of the scenic beauty of our region is a high priority issue directly linked to an enhanced quality of life for its residents.

Scenic Pittsburgh is being created to serve as a voice for the Pittsburgh community to assure the public fair and equal representation in all issues related to visual blight and the preservation of scenic beauty. In addition, SP will participate in and advocate for the public policy development and implementation of all streetscape issues, such as aesthetic and reasonable on and off-premise sign standards, night sky preservation, regulation of high wall signage and elimination of litter and graffiti especially in high visibility areas. The SP Advisory Board will be a “working” board that expects to be active in the development and implementation of SP’s mission.

***Executive Director Position Description***

Scenic Pittsburgh is looking for an innovative, self motivated individual, who has a proven record of successful, targeted, issue specific advocacy, is passionate, creative, and dynamic and who possesses the ability to lead and inspire others with a scenic vision for the community through the thoughtful development of aesthetically-compelling transportation corridors and streets.

The Executive Director will be responsible for:

- assuring that the organization has a long-term strategy to achieve its mission;
- assuring that the organization is making consistent and timely progress toward achieving its mission;
- making recommendations to, engaging and assisting the Advisory Board in formulating annual goals, priorities and strategies;
- assuring the implementation of the organization’s goals, priorities and strategies;
- assessing the organization’s progress;
- overseeing all board committees;
- promoting active and broad participation through volunteers on the Board and in the community and through strategic coalitions and partnerships;

- representing the organization in meetings with;
  - Local, regional and State elected officials and staff
  - Regulatory officials and staff
  - Community leaders and groups
  - Local media
  - The public at large
- promoting the organization and its mission through preparation of marketing materials and newsletters, speaking at and participating in community meetings, and media relations and editorials;
- networking with and supporting Scenic America and its affiliates as related to the Pittsburgh region;
- assuring a plan for the annual funding of the organization by working with the Board to maintain existing levels of funding from foundations and individual donors as well as identifying and targeting new funding sources;
- maintaining sound accounting and financial practices;
- overseeing preparation of annual audit and IRS filings;
- preparing an annual budget and operating within the budget; and
- managing the day-to-day activities of Scenic Pittsburgh’s office and staff, including assessing staffing needs and hiring/managing additional SP staff.

***Position-Specific Challenges***

The Planning Department of the City of Pittsburgh is currently in the process of reviewing/revising the existing code related to the installation and operation of various types of electronic and/or digital outdoor advertising media (signs, billboard, etc.) for the purpose of submitting these revisions to City Council for their approval. These revisions will directly impact neighborhoods via the permitting, construction, installation, modification and operation of outdoor signage in the City for years to come. These code revisions will be finalized in the next 60 to 90 days requiring the person selected to head the SP organization to have the ability and skill level to act immediately upon appointment to the position to provide advocacy, input, guidance and leadership to the review/approval process.

***Qualifications***

SP is looking for an individual who:

- Has passion for the mission and is able to advocate and inspire others in oral and written communications including position papers, speeches or community presentations, educational seminars, editorials, and grant writing.
- Has experience in public policy, is self-motivated and organized, has a natural ability to lead or actively participate in board and committee meetings, business coalitions, and with public officials. Someone who is independent, mature and a self-starter who can also motivate and lead others.

- Ideal candidate would have one or more of the following: a law degree; an existing positive relationship with Pittsburgh-area governmental officials; an existing positive relationship with Pittsburgh-area business leaders; a background in advocacy and public policy; a working knowledge of issues related to outdoor advertising, visual pollution and protection of scenic beauty.

***Additional Qualifications/Skills/Abilities:***

- B.S./B.A., Pre-Law, Public Policy, Environmental Science, or related program required. Advanced degree or graduate course work in related programs desired.
- Experience researching and writing grant applications, with a proven track record of sustainable fund raising.
- Experience in program and budget management.
- Must have valid PA drivers license and provide own transportation to SP and offsite events/meetings throughout the region.
- Experience hiring/supervising/managing professional and clerical staff.
- Experience engaging and interacting with a Board of Directors
- Experience working with the public.
- Knowledge of codes and regulations pertaining to outdoor advertising, billboards, etc.
- Excellent oral and written communications skills and public speaking experience.
- Ability to plan, organize and prioritize workload.
- Self-motivated with the ability to work both independently and as a team member.
- Ability to promote and reach consensus while working in teams.
- Must be physically capable of lifting 30#, setting up event displays and working both in and out-of-doors.
- Office and organization skills: Proficient in a variety of software programs including Microsoft Word, Excel, PowerPoint, Publisher, Photoshop, Adobe Acrobat, FrontPage, Outlook, Access and QuickBooks.
- Well rounded in basic to advanced computer knowledge, as well as a working knowledge of the Internet, various search engines and social media (Facebook, Twitter, e-blast, etc.).
- Must be able to use a fax machine, postage machine, digital camera and scanner. Experience in data entry, report writing, filing, and day-to-day operation of an office.
- Must be detail oriented.
- Willing to submit to an in-depth background check and alcohol/drug testing.
- Must exhibit commitment to the preservation of scenic beauty.

***Conclusion***

***Salaried Position:*** This is a salaried position, it is expected that the individual hired would be willing and able to regularly work in excess of 40 hours per week, including nights and weekends.

***Compensation and benefits:*** A competitive salary and benefits package is being offered based upon experience and qualifications. To be considered, applicant must provide salary and benefit requirements.

***Resume and writing sample*** should be submitted with cover letter by mail, fax or email.

***Contact:*** David Mazza, Chair, Scenic Pittsburgh Search Committee, 64 S. 14<sup>th</sup> Street, Pittsburgh, PA 15203. Email: [info@scenicpittsburgh.org](mailto:info@scenicpittsburgh.org) Fax: 412-488-7492.

***Application deadline:*** September 10, 2010

***Timing of decision:*** Interviews during September with start date anticipated in early October 2010.