

Position Overview

The Santa Cruz County Bar Association is the flagship professional organization for legal practitioners in Santa Cruz County. The SCCBA also runs the Santa Cruz County Lawyer Referral Service, which provides connection with attorneys for low cost legal evaluation services, and promotes access to justice throughout the Santa Cruz County community.

The Executive Director is the managing staff member for a small 300-member non-profit professional association with part-time staff. The Executive Director has both internal- and external-facing responsibilities in managing the business of our non-profit, including developing strategies, marketing plans, member/volunteer recruitment/retention and internal operations. The ED oversees and works closely with various directors to ensure goal achievement and to plan the organization's future growth and strategic response to an ever-changing legal profession and community needs.

While most of the work may be handled remotely, candidates must be able to routinely attend in-person events, meetings and other activities in Santa Cruz County.

Specifically, the ED will perform the following:

- Manage the business of the association, including revenue generation and marketing;
- Lead the organization in achieving goals and objectives through effective strategic planning and prudent financial management;
- Work with board members, staff, volunteers and consultants to deliver outstanding services for our members and clients;
- Work with the board in budget preparation and strategic plan reviews and achievements;
- Ensure that the association carries out its mission;
- Identify short- and long-term issues and implement solutions necessary to achieve and maintain goals;
- Identify best practices and internal systems improvements to meet the organization's future needs and budgetary resources; evaluate business practices and propose and implement changes where appropriate;
- Work with board members, association members and staff on various organizational projects;
- Mentor and coach staff; be a visible, approachable sounding board/resource;
- Build and maintain strong relationships with the court, bench and community at large;
- Attend and facilitate board of director and other meetings;
- Manage technology, including websites, online platforms and electronic communications.
- Oversee all communications, educational programs, special events and marketing activities.

EDUCATION

At a minimum, a bachelor's degree in a related field, and/or an equivalent combination of relevant education, training, and expertise sufficient to perform the essential duties of the position.

EXPERIENCE

- Experience as an executive with strong business operations, financial oversight and budgeting, demonstrated results and performance management responsibilities.
- Experience managing and motivating staff.
- Prefer experience in the legal, service-driven, customer-focused, or non-profit industries.

SKILLS & REQUIREMENTS

- Excellent oral and written communication skills.
- Ability to operate a business which happens to be a non-profit.
- Ability to effectively market services and products and analyze effectiveness of these strategies.
- Ability to demonstrate excellent customer and client service/relationship management skills (be pleasant, tactful and diplomatic).
- Ability to be self-directed and resourceful with high ethical standards.
- Ability to interact effectively with individuals of different cultures and socio-economic backgrounds.
- Ability to think creatively and strategically on both a micro- and macro-level, and exercise good judgment in implementing and applying policies appropriately in solving problems and conflicts.
- Ability to simultaneously manage multiple components of a project from beginning to end, including setting and meeting deadlines.
- Ability to multi-task in a high volume, fast-paced, service- and team-oriented environment and independently prioritize with high attention to detail.
- Proficiency in MS Office (Word, Excel, Outlook) and knowledge of technology trends and tools in the use of database systems and social media.
- Experience with managing/updating websites, and in particular WordPress proficiency, is highly desirable.
- Experience with graphic design programs is beneficial.