



JOB DESCRIPTION: DIRECTOR OF OPERATIONS & OUTREACH

The Organization

The Fisherman's Wharf Community Benefit District (FWCBD) is a 501(c)(3) non-profit public benefit corporation to promote, advance, and maintain Fisherman's Wharf as a world-class destination. The FWCBD has served as a catalyst for unification of Fisherman's Wharf stakeholders to support a positive change to their San Francisco neighborhood through events and marketing initiatives, public realm projects, clean, safe, and hospitality programs, economic development, and district advocacy.

Position Overview

The **Director of Operations and Outreach (DOO)** is a senior management level position that oversees the public realm operations of the organization, assists the Executive Director with organizational strategies, economic development, and district stakeholder outreach. This position oversees the ambassador sub-contractor and all sub-contracted ambassador staff, as well as the sub-contracted landscaping company.

Employment type: Full-Time, Exempt

Reports to: Executive Director

Benefits: Medical, Dental, Vision, Paid Vacation, Sick Leave, 401(k), phone, commuter.

Schedule: Monday-Friday. Early mornings, evenings, weekends-dependent on activities.

Work Environment: This position is onsite, based out of the FWCBD family-and-dog-friendly office in San Francisco. Includes regular interaction with staff, subcontractors, organizational partners, Board members, and public. It includes long periods of time working in public spaces. A Work from Home schedule may be established at the discretion of the Executive Director and is dependent upon the needs of the organization.

Public Realm Operations & Safety Oversight

- Oversee public realm operations and safety plans.
- Assist the Executive Director with general external outreach.
- Oversee the performance of sub-contractors to ensure compliance with service agreements, safety procedures, City and County of San Francisco Management Contract, and Port of San Francisco license.



The core purpose of the FWCBD is to promote, advance, and maintain Fisherman's Wharf as a world-class destination.

- Monitor and track the effectiveness of all public realm operations. Identify areas of improvement and make recommendations to the Executive Director.
- Oversee landscaping contractor to ensure service agreement compliance and maintenance of all landscaping in designated public realm areas.
- Develop and implement public realm and internal safety plans and procedures.
- Collaborate with the Deputy Director and Public Space Services Committee to ideate, develop, implement organization’s external safety communications strategy.
- Develop and maintain the annual operations calendar.
- Conduct routine district inspections to identify and prioritize challenges, service needs, and proactively plan for and respond to biohazards, overflowing trash receptacles, litter, graffiti, etc.
- Collaborate with and act as main point of contact with City of San Francisco departments including Emergency Management, Public Works, Police Department Central Station, Health Department, Municipal Transportation Agency; and Recology.
- Collaborate with district partners and stakeholders to address service needs adjacent to their property.
- In collaboration with the Executive Director and Deputy Director, oversee public realm improvement and beautification projects.

Supervisory Role – Sub-Contractor & Ambassador Program Oversight

- Oversee and serve as main point of contact for ambassador sub-contractor.
- Inspire, guide, coach, and provide direct supervision and coordinate the work of sub-contracted ambassadors. The goal of the organization is to maintain a “resident” team, with very little turnover.
- Oversee daily operations of ambassador services – cleaning, safety, hospitality, event support; and other duties as required by the FWCBD.
- Monitor work and employee performance to ensure compliance with job descriptions, event guide, and other organizational requirements.
- Conduct routine district walks and inspections to ensure service agreement compliance of ambassador sub-contractor.
- Utilizing contractor-provided software, record, track, analyze, and report ambassador team performance data on district needs, cleaning (trash and graffiti removal, block faces swept, gutters cleaned), safety incidents, hospitality, quality of life wellness checks. Ensure accuracy of software and records within.
- Create and implement an ambassador team member monthly highlight program, ensuring high levels of team morale and productivity.

District Stakeholder Outreach & Engagement



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- Represent the organization as a proactive point of contact to district stakeholders, organizational partners, and city departments, emphasizing the organization’s core purpose and focusing on operational services and addressing district conditions.
- Develop and maintain positive and professional relationships with district property owners, business owners and staff, and residents.
- Collaborate with Executive Director, Deputy Director, PR Consultant, and Sponsorship Consultant to ensure external messaging is consistent and aligned with organizational core purpose and strategies.
- Support the Deputy Director in the development and maintenance of district information inventories (ie: business listings, vacancies, etc.)

Administration

- Assist the Executive Director in the development and implementation of operational policies, procedures, and short-/mid-/long-term strategies.
- Participate in the decision-making process and provide support to the Executive Director as needed.
- Assist the Deputy Director and Accounting Manager with the operational budget preparation for presentation to the Executive Director.
- Assist the Executive Director by preparing reports for Board meetings. Attend Board meetings and present operational information.
- Assist the Executive Director in researching grant and sponsorship opportunities.
- Collaborate with the Accounting Manager to ensure they have the data required to process accounts-payable/receivable, and monthly and year-end financial reports.
- Assist the Deputy Director with the annual/semi-annual/quarterly reporting for the Port of San Francisco grant.
- Ensure the accuracy of their records within the organization’s SharePoint.
- In the absence of the Executive Director and Deputy Director, represent the organization at meetings and special events.
- Assist with office supply inventory management, organization, cleaning; office administrative tasks, such as answering phones, etc.
- Assist with other duties as required by the Executive Director.

Marketing, Activations, Events

- In collaboration with and the Deputy Director, Marketing and Events Coordinator, and Marketing Committee, ideate marketing strategies and initiatives; and ideate, plan, and implement annual activations and events, and ensure activations and events are adequately staffed and supported by sub-contracted ambassadors.

Qualifications

- Previous experience in Business Improvement/Community Benefit Districts, or public realm operations; *preferred*.



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- Knowledge of Community Benefit Districts specific regulations and guidelines, as well as public right-of-way processes; *preferred*.
- 5+ years of leadership experience with increasing levels of employee supervision; *required*.
- 3+ years of experience working in a non-profit organization, urban placemaking, public space management, and/or community-centric work; *required*.
- Possess and keep active a Cal/OSHA 30-hour Supervisor training certificate.
- Working knowledge of City permitting requirements and processes.
- Strong attention to details, time-management, and organizational skills.
- Proficient writing skills. Adept at writing accurate emails, memos, and reports.
- Ability to work under pressure, multitask, adapt to changing priorities, and smoothly pivot from one project to another.
- Professional and friendly communication and interpersonal skills, with the ability to effectively interact with various audiences.
- Excellent problem-solving and decision-making skills, with the ability to identify and address problems swiftly and effectively.
- Proficiency in Microsoft Office (Word, Excel, Outlook, Power Point, Teams) and Google Docs and Meet.
- Must be able to stand and walk for long periods of time; lift approximately 40lbs.

Other

Growth

FWCBD understands the intrinsic value that employee development has on the organization's long-term success, and it engenders a positive workplace environment and encourages employee growth. FWCBD offers employee training, career development opportunities, and an annual planning program where employees collaborate with their supervisor to set and track goals with routine check-ins throughout the year.

Equal Opportunity Employer

The FWCBD celebrates diversity and inclusion, and prohibits discrimination based on race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, status as an individual with a disability, or any other legally protected class. This policy applies to all employment practices, including hiring, training, and promotions. All hiring decisions are based on the needs of the organization and candidate qualifications.

How to Apply

To be considered for this position, please **submit a resume and cover letter** to the Executive Director, Bri Maughan, at bri@fwcbd.com, with the subject line "*Director of Operations & Outreach*" no later than 5:00pm, Monday, April 27, 2026. Submittals without all items will not be considered.



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