YOUTH UPRISING
President and Chief Executive Officer

The Board seeks a fundraising CEO to continually refresh and drive innovation in its youth programs, and to deliver positive change for all East Oakland youth.

Youth UpRising’s mission is rooted in community transformation driven by investing in youth. Since it’s opening in 2005, Youth UpRising has grown from a barebones operation into a key East Oakland resource with an annual budget of between $5m and $7m, and a 29-member staff operating in a bustling 25,000-square-foot high-tech youth leadership development center with community café, media arts center and health clinic. The organization serves and empowers Alameda County residents between the ages of 13 and 24 (primarily at-risk youth) through innovative, culturally relevant programming in Arts & Expression, Career & Education, Health & Wellness, Civic Engagement and Social Enterprise.

East Oakland is an exceedingly resilient community. Many residents are active in organized groups and faith organizations and have lived for generations in the neighborhood. The area is very diverse, with a population mix of 34% African American a growing 34% Latinx population, 22% non-Hispanic white European, and 3% Asian. For all the resilience of East Oakland, realities of life for youth in the area are sobering. There have been decades of disinvestment in the area, which has an unemployment rate twice that of the City of Oakland. Half of households earn less than $30,000. Over 40% of local young people are not enrolled in school. The rate of teen pregnancies is three times that of the County. The murder rate is seven times higher than the national average.

Youth UpRising’s target region is geographically defined as the area south of High Street extending to the city border below MacArthur Blvd—comprising approximately 35 square miles, 27 census tracts, and a population of 120,290 of which youth ages 14-24 comprise 17% (20,629) of the total. The majority of Youth UpRising’s 5,000 youth members experience various overlapping forms of hardship and markers for at-risk youth living in low income areas.

The next CEO, working collaboratively with a dedicated community, will launch a concerted public campaign to assure that Youth UpRising is the center of youth activity in East Oakland. The CEO will shape an organization that specifically helps our youth to:

- build a healthy and economically robust community;
- raise consciousness and create social change;
- cultivate hard skills leading to employment; and
- be future leaders.

It is the conviction of Youth UpRising, its staff, board, funders, supporters and community, that our YOUTH ARE THE SOLUTION.

The CEO’s role is to shape an organization that can be leveraged by youth to drive change in their own lives and throughout the community.

BASIC FUNCTION

The CEO will provide visionary leadership and management of Youth UpRising, its staff, volunteers, partners and programs. The CEO will assure healthy and sustainable growth, and strategically position Youth UpRising as a San Francisco Bay Area and national beacon for the field of youth leadership development and urban community transformation.
The CEO will be responsible for all aspects of Youth UpRising’s fundraising, programmatic development, and fiscal and staff management, including annual strategic planning, budgeting and day-to-day management. The CEO will maintain and grow successful and productive local and regional community relationships, especially among funders.

The CEO will marshal the collective talent of the Youth UpRising community to deliver quality services in fulfillment of its mission. Responsibilities include:

**LEADERSHIP & VISION**
- Understand and passionately advocate for the evolving needs of youth and East Oakland communities, translating these needs into youth programs, partnerships, facilities and facility upgrades, staff competencies, and funding outreach;
- In partnership with the Board of Directors, provide strategic planning for the organization, ensuring that the concerns of staff, the Board and the communities served are taken into account;
- Support a climate that attracts, retains, and motivates a diverse, high-quality staff; foster an environment where talent and skills are optimally utilized, positions are well-defined, training and professional development is offered and the potential for career growth is understood.

**COMMUNITY RELATIONS, VISIBILITY AND COMMUNICATIONS**
- Key to the CEO’s success will be development and marketing of highly visible, highly attractive programs that East Oakland’s youth enthusiastically embrace. Youth attendance on the Youth UpRising campus and breadth of participation in the organization’s programs will be a key metric of the CEO and the team’s performance.
- The CEO will serve as an advocate and effective spokesperson on issues related to youth and community development; build public’s understanding and embrace of Youth UpRising’ work; represent the goals and objectives of the organization before public bodies, boards, funders, and community organizations; ensure that Youth UpRising is recognized for its innovative leadership, particularly in shaping and delivering services that empower youth, often requiring linguistically and culturally appropriate approaches.
- The CEO will strengthen existing partnerships and create new ones that will benefit Youth UpRising, local youth and the community as a whole.
- The CEO will update Youth UpRising’s communications materials, social media and online presence to focus on youth engagement and interaction through mobile devices.

**FUNDING AND FUNDRAISING**
- Work with the staff and the Board to assure a sustainable funding base for the organization; set fundraising goals, strategies and targets for all donor and funding segments – with particular attention paid to growing individual, business, foundation and government funding support; communicate funding goals, strategies and progress to the Board and the staff;
- With the staff and the Board, actively drive direct solicitations to donors; continually seek to broaden fundraising so that development activities increase in sophistication and scope as awareness of Youth UpRising’ work evolves; create regular initiatives to target diverse sources of revenue and funding; develop special donor cultivation opportunities as appropriate;
• Promote a culture of support for fundraising within Youth UpRising so that all staff and Board members understand and embrace the reality that they are an active part of the Development Team responsible for specific tasks, contribution of time and effort or material and in-kind contributions.

PROGRAMS, SERVICES AND FACILITIES

• Shape programs and services that youth passionately embrace, fostering a strong service orientation that is innovative, exciting compassionate, driven and professional; maintain a strong working knowledge of the field’s significant trends and developments;

• Assure Youth UpRising’s position as a youth programming thought-leader and innovator; oversee the development of an array of programs that are attractive, exciting and magnetic to youth, including cultivation of Media Arts as a production house;

• Maintain and consistently update the facility so that it remains a valued community asset that is attractive as a youth hangout, in the process protecting the investment and guarding the County of Alameda against risk and liability;

• Convene relevant meetings that cross organizational boundaries and include partners, funders, and community leaders; develop cross-cutting projects and services in collaboration with other organizations and funders; seek government and other funding streams for services relevant to Youth UpRising and the organization’s constituencies.

GENERAL MANAGEMENT, FINANCE AND ADMINISTRATION

• Effectively manage and lead day-to-day operations and programs; ensure proper administration of the organization’s contracts, compliance with relevant employment laws, and meeting of other legal requirements;

• With the Finance Director, understand the organization’s fiscal health; ensure that the organization adheres to a sustainable financial plan based on an annual budget reviewed and approved by the Board, and that financial performance positively tracks budget and operating plans; ensure that internal and external levels of compliance in all aspects of programs and services are met; ensure that there is a relationship between programmatic objectives and available resources; develop long- and short-term financial plans and prepare financial and operating reports for the Board; develop an atmosphere of transparency and accountability with the Board on the org’s financial condition;

• Oversee recruitment, retention, motivation and evaluation of staff and a cadre of volunteers; ensure that staff and volunteers receive appropriate ongoing training so they can effectively and efficiently serve Youth UpRising’s clientele and constituents;

• Provide evidence-based performance evaluation of staff and volunteers using both hard and soft metrics; develop award and recognition programs for staff and volunteers; develop annual program assessment mechanisms; identify and evolve programs that are not effective or are particularly effective; have standards for eliminating old programs and for establishing new ones;

BOARD RELATIONS

• With the Board Chair, coordinate the efforts of the Board; develop Board meeting agendas, schedules, retreats and other activities; encourage Board members’ involvement in Youth UpRising’s range of activities including fundraising; implement approved Board policies, program goals and objectives;
• Provide ongoing communication to the Board on critical matters related to Youth UpRising; act as liaison between the Board of Directors and community organizations, public bodies, funding sources and other entities;
• Assist the Board in identifying and recruiting new Board members, whose talents, backgrounds, commitment, and fundraising abilities are congruent with the needs and mission of Youth UpRising.

IDEAL EXPERIENCE AND CHARACTERISTICS
The CEO will be an experienced leader with the following experience and qualifications:
• Proven senior-level managerial and operational experience, a track record of fundraising success, human resources knowledge, problem solving, financial experience as an executive in the not-for-profit, public or private sectors.
• Knowledge of effective programs and services that inner-city youth embrace.
• Deep-seated values in working with a culturally diverse staff, clientele and community; recruiting, developing and retaining a balanced workforce whose skills, lived experience and languages spoken reflect the communities of East Oakland; Spanish language ability would be advantageous;
• Experience with effectively managing similarly sized budgets and staff; proven ability to attract financial support from foundations, businesses, individuals and government sources; demonstrated success with fundraising and personally interacting with and cultivating donors;
• Outstanding oral and written communication skills, a history of public advocacy including excellent public speaking skills for formal and extemporaneous presentations; a demonstrated ability to work effectively with representatives, advocates and professionals with different backgrounds and from various communities, experience with Alameda County-based agencies and networks is desirable but not required;
• An ability to identify with the lived experience of East Oakland youth and their families;
• A results-oriented social entrepreneur and hands-on “doer”; a builder with ambition to identify ways to grow the organization within its mission without jeopardizing organizational stability;
• A team builder who shares information easily, listens as well as gives advice, and respects the abilities of others; someone who imparts trust and integrity; an individual possessing patience and a sense of humor, to maintain balance and perspective.

For more information please contact:
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