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**RIVERLIFE**  
**President and Chief Executive Officer**

**Riverlife**

March 2019

## **POSITION SPECIFICATION**

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| <b>Position</b>               | President and Chief Executive Officer                          |
| <b>Location</b>               | Pittsburgh, Pennsylvania                                       |
| <b>Reporting Relationship</b> | Board of Directors   |
| <b>Website</b>                | <a href="http://www.riverlifepgh.org">www.riverlifepgh.org</a> |

## **ORGANIZATION OVERVIEW**

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Riverlife is a nonprofit public-private partnership organization located in downtown Pittsburgh, Pennsylvania that was formed in 1999 with the primary focus of creating a plan for the redevelopment of Pittsburgh’s downtown riverfronts. Riverlife’s mission is to reclaim, restore and promote Pittsburgh’s riverfronts as the environmental, recreational, cultural and economic hub for the people of this region and our visitors.

Working with elected officials, public and private landowners, developers, advocacy groups, residents, PA Department of Transportation, and other stakeholders in the community, Riverlife has had a key role in transforming the face of the City along and around the City’s riverfronts.

In 1999, the Riverlife Task Force was formed (now known as “Riverlife”) with its main focus being the creation of Three Rivers Park. After obtaining input from stakeholders, including land owners, developers, neighborhood groups and elected officials, Riverlife released a vision plan for Three Rivers Park. To date, over \$129 million in public and private funding has been invested in building Pittsburgh’s riverfront system which has provided for more than 80% of the 13-mile Three Rivers Park loops completion and enhanced public use. This investment has resulted in over \$4.1 billion in adjacent development in the forms of hotels, office buildings, entertainment venues and other real estate projects located next to the riverfront. Additionally, parks, recreational facilities, access, bike paths and public trail connections have been developed providing greater access to, from and around the riverfront.

Since its founding, Riverlife has continued to be an active proponent of riverfront development focused towards bettering the beauty and recreational aspects of Pittsburgh’s rivers. It has also been a distinct voice and expressed concerns over projects that it has felt would have an adverse effect on the rivers and worked with developers and businesses to transform their use of land and buildings to enhance the beauty and use of the riverfront and its surrounding land for the benefit of the owner/developers, employees, residents and visitors.

In the future, Riverlife will continue to advance its mission of making the Riverfront a connected destination that is accessible for and belongs to all Pittsburghers and will be a steward to the community in ensuring that improvements and development along the riverfront are sustainable, vibrant and align with the community’s core values of use and economic prosperity. Additionally, Riverlife will work to ensure a wide variety of programming will bring residents and businesses together to celebrate and enjoy the riverfront. Finally, Riverlife’s goal is to help ensure that property along the riverfront is properly operated and maintained.

## **PRESIDENT AND CHIEF EXECUTIVE OFFICER**

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The CEO will lead, plan, organize, manage, coordinate, and implement projects and programs that support the

development, attraction, relocation, expansion, and retention of both public and private initiatives along the Pittsburgh waterfront.

Riverlife is seeking a strong leader with a proven track record of:

- managing public or private organizations
- fundraising
- developing and setting short- and long-range organizational plans and visions
- working effectively with governance board
- establishing and developing strong relationships with local, state and national government agencies, elected officials, private businesses, landowners and developers, residents and other community stakeholders
- managing external affairs and communication

The ideal candidate must possess excellent relationship managements skills, be capable of managing a small organization with a large presence that can impact environmental issues, residential and commercial real estate development, and economic development, and also be capable of rolling up their sleeves to manage staff and to build, inspire and develop board and community leaders to develop a world- class mixed-use riverfront for the City of Pittsburgh.

## CORE RESPONSIBILITIES

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The President and Chief Executive Officer (hereinafter referred to as “CEO”) has responsibility for implementing the Board of Directors’ policy goals and objectives, collaborating with the Board in further developing a vision and direction for the organization, overseeing the day-to-day administration and fundraising activities, and providing oversight and supervision of all operations at Riverlife. With direct responsibility to the Board, the CEO is the liaison between Board and staff, the organization and outside stakeholders and interprets Board policies and ensures their application and implementation to achieve Riverlife’s mission and goals. The CEO also serves as the organization’s chief external affairs officer.

The CEO is responsible for ensuring that Riverlife raises adequate and sustainable financial resources through earned income, philanthropy and government sources. The CEO is also responsible for achieving and maintaining the high-profile reputation of Riverlife in the community that allows it to be a central and influential player in development and use of riverfront property. The CEO must also ensure that Riverlife leads and collaborates with other stakeholders on the development of quality services and resources, activities and amenities, maintenance, and programming on and along the riverfront property. The CEO must be a creative, innovative executive who is capable of thinking outside of the box and bringing proven approaches from other communities to Pittsburgh and combining those successes with new approaches that will address challenges the community is facing and provide solutions that enhance and promote the riverfront.

The CEO will:

- Monitor development and business activity along the Pittsburgh riverfront to ensure that all activity is being done in a manner that is in the best interest of the advancement of the riverfronts access, use and allure.
- Advocate, when necessary, as to changes to development plans or business activities that should be made to continue to advance the riverfronts interest which considers business needs as well as environmental, economic development and mixed-use activity.

- Serve as a hands-on community-based leader who can formulate, manage, and weigh in early to advocate for design and sustainability features on: marketing and community initiatives; custom proposals for new sites and facilities; special incentive programs; permitting requirements; workforce development; environmental sustainability and recreational opportunities; briefings/orientation; site visits; VIP introductions; press releases; and ground-breaking/open houses; and also provide other assistance necessary to guide successful waterfront projects and developments.
- Represent Riverlife to all of Pittsburgh's stakeholders including the business community, residents, elected officials, government agencies, other non-profits, foundations and all other stakeholders at the local, state and national level.
- Advocate, network, speak, present and provide other support to market the Pittsburgh waterfront and in turn garner backing from local and regional philanthropic organizations.
- Be a visionary, team-oriented strategic leader with a strength in accountability and results orientation – the successful candidate demonstrates the ability to think long-term while inspiring, empowering and developing staff and volunteer leaders to collaboratively realize the organization's goals both in the short and long term. The next CEO will be a consensus builder and collaborator who is also willing to think outside the box and challenge assumptions with diplomacy.
- Commitment to and passion for Pittsburgh's riverfronts, including the parks, bridges, retail developments, office and warehouse developments, and entertainment venues. The successful candidate brings professional or practical life experiences with a demonstrated passion and commitment for Riverlife's mission.

#### Financial Resource Development

- In partnership with the Board, staff and volunteers, design and implement strategies for the identification, cultivation, and solicitation of major individual donors, foundations and corporations for major gifts at the five, six- and seven-figure levels.
- Develop and maintain a portfolio of foundations/donors including new prospects and existing foundation/donors. Effectively steward current supporters and cultivate first-time support from new investors, including moving event participants from attendees to long-term donors.
- Close gift commitments successfully.
- Establish a sustainable funding program to ensure a continuity of support, investments in new initiatives and growth opportunities, and an appropriate level of reserves and endowment.
- Identify other alternative financial resources that may be available through public or public-private partnerships.

#### Communications, Public Relations and Community Awareness

- Serve as the organization's chief external affairs officer and primary spokesperson speaking publicly on behalf of Riverfront.
- Effectively build and expand the awareness of the Riverlife brand in the greater Pittsburgh community.
- Proactively promote Riverlife's achievements and keep stakeholder audiences aware of Riverlife and the advancements and issues related to continued development along the Pittsburgh waterfront.
- Connect with the media as necessary to promote achievements and to advocate for issues that support Riverlife's vision.
- Maintain ongoing contact, relationships and partnerships with other community organizations, agencies, friends and supporters of Riverlife.
- Advocate on behalf of the riverfront to ensure that any and all development and activities are in the best interest of the use, preservation and integrity of its riverfront.
- Commitment to constant adaptation so that Riverlife addresses the evolving needs of the community and issues affecting the riverfront in order to offer strategies and solutions that are acceptable to and achieve buy-in from all stakeholders.

### Board Development

- Identify, recruit, engage and inspire individuals to serve on Riverlife’s Board.
- Work with the Board to set goals and objectives that meet and exceed public expectations.
- In partnership with Riverlife staff, manage and leverage Board subcommittees to contribute to Riverlife’s business goals.
- Carry out Board policies and directives by planning and implementing short- and long-range strategic plans that align with the organization’s mission, goals and objectives, keeping the Board informed through regular reports, meetings and budgets.
- Serve as an ex-officio member of the Board and all of its committees.

### Staff and Administrative Management

- Recruit, select, orient, supervise, evaluate, mentor and manage staff and others as appropriate.
- In partnership with senior staff, develop and manage the annual budget.
- Establish and maintain fiscal accountability and planning, through preparation of budgets and forecasts.
- Manage and maintain financial systems.
- Actively engage with professional organizations and associations to further advance the interests of Riverlife.
- Evaluate services that can be outsourced and shared with other organizations such as accounting and human resources to reduce expenses.
- Ability to lead a complex organization with limited resources with a keen understanding of fiscal management, human resources and performance management systems, organizational structures, board governance, risk management, governmental regulations and nonprofit law.

## **PROFESSIONAL EXPERIENCE / QUALIFICATIONS**

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- 10 – 12 years of progressively responsibility managing a nonprofit or business organization.
- Impeccable personal and professional ethics, integrity and standards.
- Entrepreneurial self-starter with a high level of energy who is capable of leading a complex organization with limited staff and resources.
- Exceptional interpersonal and communication skills that enable her/him to effectively engage the organization at all levels in key business initiatives and communicate effectively with a diverse contingent of stakeholders.
- Sound professional judgement, initiative and resourcefulness required.
- Excellence in relationship management with diverse audiences and an experienced and effective advocate.
- Ability to develop strong relationships with numerous audiences including real estate developers, public officials, and the local community – from demonstrating the political savviness to working with government leaders and to offering care and dedication to the needs of community partners and their constituents.
- Ability to fundraise and identify unique and creative alternative approaches to funding such as public-private partnerships.
- A transparent leader, a good listener and a proactive communicator, with a charismatic and energetic

demeanor towards personal engagement.

- Ability to speak publicly to large and small audiences and to stakeholders of varying backgrounds.
- Strong, effective, professional manager and administrator.
- Natural inclination to lead change and implement action items.
- A collaborative leader who is confident and assertive in style, while being respectful of others.
- Contagious charisma, appropriate sense of humor, enthusiasm and authenticity are essential.
- Knowledge of the principles of financial management sufficient to direct professional internal and external resources to ensure the organization remains financially secure and that funding is appropriately allocated to Riverlife's projects and programs.
- Ability to think creatively and develop innovative approaches and ideas to meet challenges; generates suggestions for improving work and course correction when necessary.
- Well-developed management skills and the ability to delegate responsibility and authority yet remain hands-on with appropriate attention to detail.
- Successful team-building skills and knowledge in fostering high performing teams.
- The ability to travel and work evenings and weekends, as necessary.

## **PERSONAL ATTRIBUTES**

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- Have presence of mind and have quick decision-making abilities.
- Must promote a positive atmosphere.
- Results orientated, delivering on-time with a proactive approach and an appropriate sense of urgency.
- Strong management and team building skills, which motivates employees and others and generates confidence and respect from all levels of the organization and outside stakeholders.
- Comfortable in a hands-on, strategic role.
- Ability to switch between environments and activities without losing speed.
- Ability to be able to fit into a dynamic, entrepreneurial environment.
- Long-term strategic view without losing the ability to act tactically.

## EDUCATION

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- Bachelor's degree required; master's degree preferred. Equivalent work and life experience will be considered.

## TO APPLY

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To obtain more information or to apply, please send a cover letter and resume to Neal Lieberman, Krauthamer & Associates at [nlieberman@kapartners.com](mailto:nlieberman@kapartners.com).