



POSITION SPECIFICATION FOR

Executive Director

in partnership with

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YOUR TALENT PARTNERS FOR TRANSFORMATIVE IMPACT

OUR STORY

Our journey began in 2002, emerging from a single-payer healthcare campaign in Maine. The Maine People's Alliance accumulated support from over 1,400 small businesses, whose voices were then presented to Senators Snowe and Collins.

Recognizing the potential in this approach, the Alliance for a Just Society (AJS) — then the Northwest Federation of Community Organizations — mirrored this success and initiated small business organizing projects across Washington, Oregon, Idaho, New Hampshire, and Rhode Island.

These pilot initiatives underscored the essential role of an independent, organized small business voice in policy and political discussions. Building on this realization, in 2006, the Main Street Alliance was established, dedicated to amplifying this critical voice and bringing about meaningful change. MSA is unique from other organizations in that we drive and make change by organizing / creating small business direct access to policymakers.

Small business owners represent the diverse fabric of our country, and we have an untapped base of potential leaders to counteract the efforts of exclusive, corporate-led policies and strengthen the small business sector as a proven path to an equitable and vibrant economy. We believe small business forms not only the economic backbone of the US economy, but the literal heartbeat of our local communities. Where small business thrives, we see a virtuous cycle of rising wages, increased consumer demand and public investment that serves the entire community. When we think of small business, whether in urban, suburban, or rural communities or those leading businesses in historically underserved communities of color, they often have fewer than 50 employees. They often cannot provide the additional benefits and enrichments that economies of scale provide for larger companies.

Main Street Alliance has countered the political misuse of small businesses by corporate interests and the ultra-wealthy. We believe that market fundamentalism and bootstrap ideology undermine the needs and values of actual small businesses. Our targeted demographic values align with a spirit of collective public investments that embrace and support the leading street economy.

True small business owners need a vehicle to support organizing and political strategy to tackle these complex systemic problems. MSA engages small business owners through traditional on-the-ground organizing and leverages a modern distributive organizing method. MSA identifies, supports, and develops leadership skills, critical analysis of economic policies, and alternative approaches for a more equitable economy.

For further information, please visit us at <https://mainstreetalliance.org/>

CONTEXT AND OVERVIEW OF THE POSITION

Main Street Alliance seeks an inspirational, forward-thinking leader who is passionate about the issues faced by true small business owners, and the local communities they serve, to create positive change and to lead the organization into the future. This leader will be uniquely inspired by their purpose and lived experiences to lead courageously and confront real, misused power. The passion of this leader will be seen by their actions and ability to engage others.

MSA's vision is a future that champions equitable jobs as well as entrepreneurial opportunities, community growth, and social justice. MSA's mission will be achieved through fostering the leadership skills of small business owners, organizing small business leaders, conducting research, and disseminating evidence highlighting the effects of a fair economy, and reframing the public narrative to challenge the stereotypes about small business owners regarding race, class, gender, and motivations.

The successful candidate will be a leader who has strengths in national and multi-state organizing of small business leaders who will commit and become part of MSA's growing membership that is driving change. Through an expertise in driving organizational strategy, fundraising, working with the media, and guiding a growing team, this leader will enable MSA to grow both externally via membership and internally as a high performing team that excels in organizing. Being an inclusive, proactive, and equitable leader is at the heart of this role. This candidate will have the deep understanding and values of rolling up their sleeves and doing the work as a way to connect and model cultural norms at MSA.

ROLE DESIGN

Reporting to the Board of Directors, Main Street Alliance's Executive Director will have both internal and external leadership mandates. The Executive Director will be both a hands-on organizer and the public face of the organization.

Drive Organization Mission and Strategy – This leader will work with the Board and team to ensure that the mission is fulfilled through programs; leading the strategic planning process and community outreach and organizing; expertise in bold strategic thinking; mentoring and developing of a growing team (especially in driving campaigns); and partnering and growing the Board's capabilities.

Fundraising and Operations – This leader will oversee and implement a strategic fundraising plan to support and grow MSA's effort. Additionally, this leader will collaborate with the Board and team to build and drive development plans that continue to sustain the organization's growth. The leader will also have expertise in effective administration and compliance of MSA programs and services.

Team Development – An important aspect of this role is to build, develop, and retain a high-performing team. The incoming leader needs to be an experienced manager, organizational leader, mentor, and coach who recognizes and supports the professional development of high performers. As MSA continues to grow, this leader will have the responsibility of designing an organization and finding the appropriate talent to support the strategy of the organization.

Financial Performance and Viability - This leader will develop resources sufficient to ensure the financial health of the organization - through fundraising and developing other revenue streams. This leader will work with the Board, be responsible for the fiscal integrity of MSA, and co-develop a proposed annual budget and monthly financial statements which accurately reflect the financial condition of the organization as well as realistic projections.

Media and Other Public Partnerships – This leader will maintain and develop a public media profile as the primary MSA spokesperson and thought leader on small business issues. Working with the communications team (both existing as well as new relationships with strategic partners in the progressive movement and small business spaces), this leader will provide consistent, inclusive, and proactive messaging.

Location - The Executive Director needs to live in the DC Metro region due to the significance of organizing and policy work. This leader will be very active meeting with organizations in the area and working with Congress and additional government officials. MSA currently has a concentration of employees in the DC, Maryland, Virginia (“DMV”) area, with additional employees across the country. The organization operates as a remote workplace, with optional on-site presence (MSA has a primary office in Alexandria, VA).

OUR CULTURE

If the following describes you, we would be very excited to connect with you:

- Genuine excitement and energy to support realizing MSA’s vision for this line of work.
- Humility in learning. MSA is a learning culture with a growing focus on accountability and feedback.
- Lived experiences in small business in underserved communities or conditions that inform perspective, compel empathy, shape actions, and drive a passion for equity-enacting change.
- Collaborative team player and a true bridgebuilder who embodies the importance of relationship-driven movements.
- Ability to manage across teams and collaborate with the Board, as well as various types of funders, movements, and external partners.
- Entrepreneurial mindset that thrives in building infrastructure.

WHAT YOU WILL CONTRIBUTE

- Demonstrated track record of transparent and high integrity leadership.
- A history of successfully generating new revenue streams and improving financial results. Demonstrated experience in successful fundraising. Excellent donor relations skills and understanding of the funding community.
- Experience and expertise in working with a Board of Directors.
- Demonstrated ability to oversee and collaborate with diverse staff of varying experiences.
- High level strategic thinking and planning. Ability to envision and convey the organization’s strategic future to the staff, Board, volunteers, donors, and members.
- Demonstrated commitment to a vision of racial, social, and economic justice and to building the collective voice of small business owners.
- Previous success in establishing relationships with individuals and organizations of influence including funders, partner agencies and volunteers.

TARGET COMPENSATION AND TOTAL REWARDS

The annual salary for this role is budgeted between \$175,000 - \$195,000 commensurate with qualifications. Additionally, MSA offers a competitive benefits package that includes:

- 100% paid medical, dental, and vision insurance
- 3% 401(k) employer match after three months of employment
- \$50.00 per month cell phone stipend
- An Apple work laptop
- Unlimited PTO including ten paid holidays and an end-of-year break between Christmas and New Year.

OUR COMMITMENT TO DIVERSITY

MSA is committed to creating a diverse environment and is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ethnicity, religion, gender, gender identity or expression, sexual orientation or preference, national origin, disability, age, or any other protected status. We consider qualified applicants in a manner consistent with federal, state, and local laws. We strongly encourage people of color, immigrants, queer and gender nonconforming people, and those with different abilities to apply.

Transformari is retained as the executive search partner for this role. If you are interested in this position, please connect with the team at Transformari: hello@transformari.com

Sean Park
Co-Founder and Partner
Greater New York

Stephanie Tan
Co-Founder and Partner
San Francisco

Cher Murphy
Advisor
Boise

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Transformari helps clients navigate transformational environments through search and advisory services. We place purpose-driven leaders and their teams into Strategy, Operations, and People roles - in both full-time or fractional capacities. Additionally, we partner with leadership teams to build and execute people strategies that enable transformational outcomes. Our approach is anchored in the belief that search and people strategy are deeply connected.

As former practitioners and operating executives, our team draws from its collective 60-plus years of experience working with a range of organizations including: PE/VC firms and their portfolio companies undergoing rapid change, established Fortune 500 companies engaged in M&A, global professional services firms, and mission-driven nonprofit organizations.