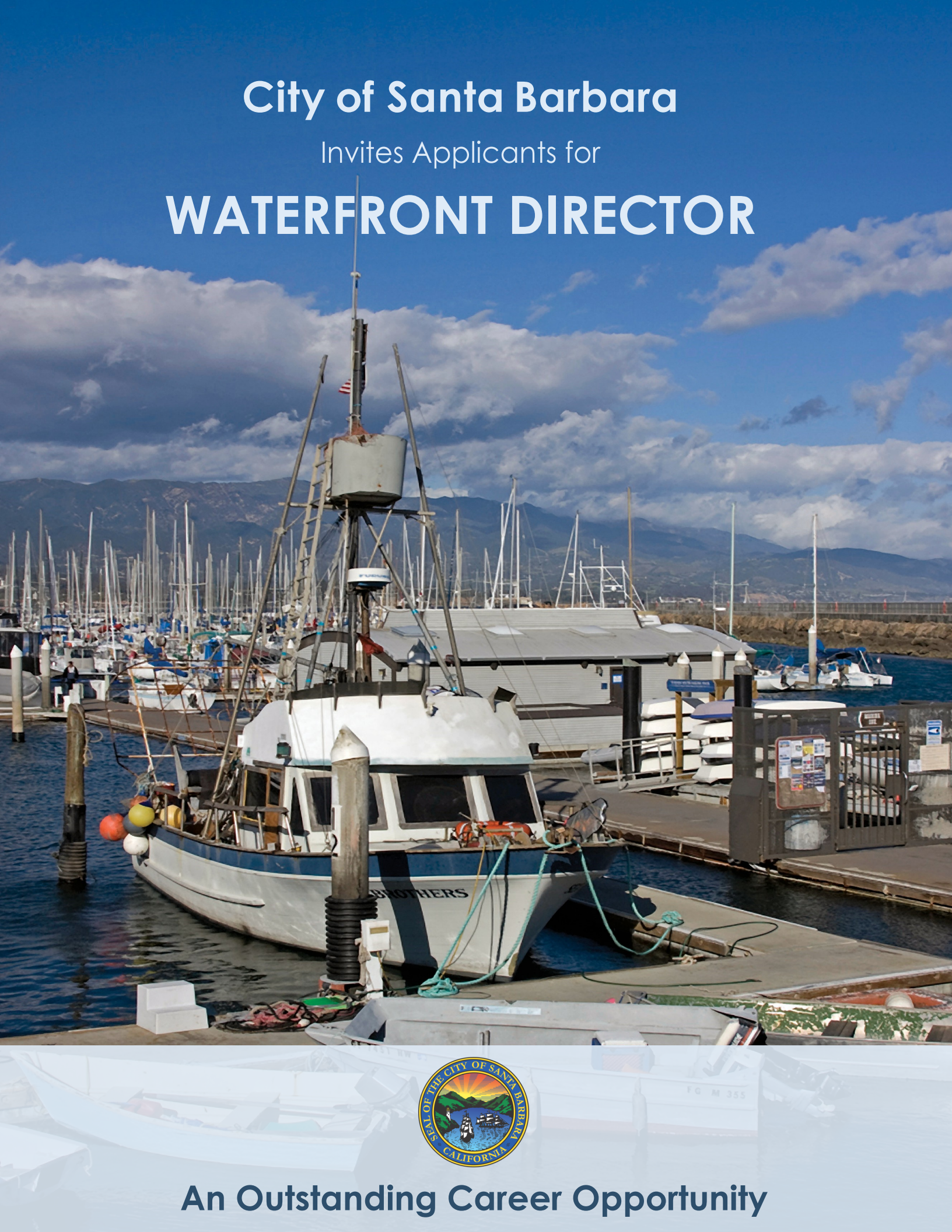


# City of Santa Barbara

Invites Applicants for

# WATERFRONT DIRECTOR



**An Outstanding Career Opportunity**

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## THE SANTA BARBARA COMMUNITY

Idyllically located on the central California coast, Santa Barbara (Spanish for “Saint Barbara”) is the county seat of Santa Barbara County. The City comprises a total of 21 square miles with a culturally diverse population of approximately 92,000 and enjoys a nearly perfect climate year-round. Visitors and residents alike have an abundance of world-class shopping, dining, resort accommodations, and miles of beautiful pristine beaches and coastline to choose from. In addition, the region offers a variety of amenities that are highly attractive to those with an active lifestyle. Residents and visitors can enjoy jogging, bike riding, rollerblading, or just taking a leisurely stroll along the numerous pathways, wharf and harbor. You may also choose to take advantage of the opportunity to go kayaking, boating, sport fishing, or whale watching in the area’s scenic harbor.

Santa Barbara is home to such iconic attractions as the Mission Santa Barbara, the Santa Barbara Zoo, Stearns Wharf, the Botanic Gardens, and beautiful Shoreline Park. It is also home to many of the country’s great artists, winemakers, and Chefs. To add to this tremendous lifestyle and superb quality of life, the City offers numerous parks and championship golf courses.

With Santa Barbara and the immediate adjacent area serving as home to several colleges and universities, educational opportunities are in abundance. They include the acclaimed research institution University of California, Santa Barbara, Westmont College, Antioch University, Santa Barbara City College, as well as several graduate and trade schools. Santa Barbara Airport is conveniently located for travelers and commuters, and bus and rail systems offer transportation options that help to further enhance the area’s quality of life. With its spectacular mountains, sparkling-blue ocean, incredible landscapes, mission style architecture, and year-round sunny weather, it is no wonder Santa Barbara is one of the most beautiful places to live and work and is often referred to as “the American Riviera”.



## CITY GOVERNMENT

Santa Barbara is managed by the Council/City Administrator form of government. City government services are provided by ten departments: Administrative Services, Airport, Community Development, Finance, Fire, Library, Parks and Recreation, Police, Public Works, and Waterfront. The City Administrator is also the appointed City Clerk/Treasurer. Santa Barbara has 1,042.55 full-time equivalent employees, a \$403 million operating budget for fiscal year 2020, and eight recognized bargaining units. The seven-member City Council is elected by district except the Mayor, who is elected at-large.

## THE WATERFRONT DEPARTMENT

Santa Barbara’s Waterfront, a scenic draw and popular destination, offers diverse activities and attractions, giving residents and visitors the opportunity to explore the natural beauty of the area. Santa Barbara’s Waterfront Department manages approximately 252 acres of tidelands and submerged lands, and includes Stearns Wharf and the picturesque breakwater/harbor. While the Harbor area is a mixture of ocean-dependent, ocean-related, and visitor-serving uses, the Wharf’s primary commercial uses include restaurants, retail shops, a bait and tackle store, and limited office space. There are a total of 1,143 slips in the Harbor, about 10% of which are used by commercial fishermen and 90% by recreational boaters and others that are all subject to boat permits. The Harbor business/commercial area includes nine major buildings, all of which are owned by the City, including the Waterfront Center, the largest building in the area. The Waterfront operates eight parking lots along Cabrillo Boulevard between Leadbetter Beach and East Beach. The Department’s Harbor Patrol provides around the clock security and law enforcement in the Waterfront by patrolling the ocean and land areas.

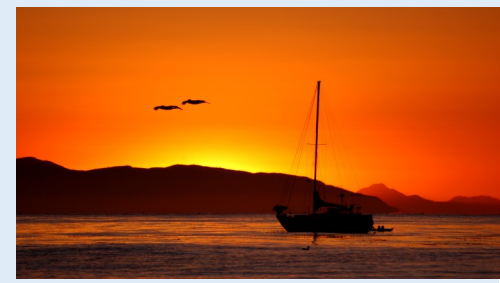
The Waterfront Director is supported by a management team consisting of a Business Manager, a Facilities Manager, and a Harbor Operations Manager. Each manager directs the daily operations and activities of their respective divisions. As an Enterprise Fund with a budget of roughly \$15 million, the Waterfront Department generates revenue from managed assets (tenant rents, boat fees, parking fees and other sources). The department’s 47 employees are proud to provide a high level of customer service and functional expertise in support of the department mission of “[providing] the community with a quality Waterfront for recreation and commercial use.”

## POSITION OVERVIEW

The City of Santa Barbara is seeking a proven and strategic executive leader who has a passion for public service and a determined enthusiasm for providing attractive options for the public to enjoy the Santa Barbara Waterfront. The new director will take pride in offering an economically diverse mix of recreational, tourist, retail and commercial activities and establishments. The position of Waterfront Director is an at-will appointment and serves at the pleasure of the City Administrator.

We are looking for a candidate with a combination of excellent technical, managerial and communications skills. As a department head, the candidate must have experience in leading, motivating and directing the activities of staff in various professions and trades. Although each of the functions is overseen by a manager, the Waterfront Director is expected to be engaged and knowledgeable about all aspects of Waterfront operations and management.

The newly selected Waterfront Director will lead a department with a commitment to providing excellent service to tenants, visitors, slip holders, and those who frequent the Waterfront.



## THE IDEAL CANDIDATE

The ideal candidate will be a visionary and innovative leader with exceptional interpersonal relationship skills. They will have demonstrated experience in advancing all areas of waterfront services, providing overall direction to the department in all areas. The selected candidate as the next Waterfront Director will:

- Be an experienced leader who possesses outstanding interpersonal, organizational, and leadership skills.
- Be open and honest and possess a reputation as a competent, fair, and consistent leader.
- Have a sound record of ethical and professional conduct.
- Be politically astute, yet apolitical and able to thrive in a complex regional maritime environment.
- Demonstrate and promote the highest standards of personal and professional conduct.
- Establish positive relationships with employees throughout the organization and place a high value on the professional development of staff.
- Be considered an innovative leader within the industry and be recognized for being an ongoing contributor to the advancement of the profession.
- Have extensive experience with sound and effective labor relations.
- Have the ability to make organizational changes that improve the operational and administrative effectiveness of the Department.
- Have a reputation for establishing and maintaining a high level of trust between management and rank and file.
- Be able to formulate long-range plans that communicate future vision, direction, and leadership expectations.
- Have an understanding of policy decision-making, including working with elected officials and local, State, and Federal agencies.
- Have an ability to manage and recruit a diverse staff while providing personnel management including the ability to coordinate and delegate, supervise, train, and develop staff, assess staff capabilities, handle/prevent personnel problems, and optimize staff skills and communication.
- Be comfortable working with a variety of individuals at any level in the organization.

- Possess excellent writing skills, a highly articulate oral communicative style, and the ability to clearly explain complex issues to a wide variety of constituents.

In summary, qualified candidates will excel in providing executive leadership and guidance.

## OPPORTUNITIES AND CHALLENGES

The new Waterfront Director will need to address a number of opportunities and challenges that will require inspired leadership, diplomacy, collaboration, and creative problem-solving including:

- Proactively identifying challenges of Sea Level Rise, including adaptation and planning.
- Collaborate with key stakeholders on location of Commercial Fishermen support facilities;
- Securing and efficiently utilizing Army Corps funding and planning for dredging;
- Enhance already successful and thriving Cruise Ship Program, Harbor Festival and Parade of lights for community and visitor enjoyment;
- Leading the process for Identifying and incorporating state of art technology tools to manage the Department in a more effective and efficient manner;
- Enhancing relationships with business partners, partner agencies on the regional, state, and national level;
- Developing and implementing succession planning throughout the organization and implementing improved programs to recruit, train, and retain qualified women and minorities;
- Instilling strong leadership characteristics at all command levels and developing future leaders;
- Serving as a valued member of the Executive Management Team and working effectively with other departments throughout the City; and
- Ensuring adherence to the mission of enhancing public use of Waterfront resources, and meeting the evolving needs of the community served.

## EXPERIENCE AND EDUCATION

**Education:** A typical way of obtaining the knowledge, skills and abilities outlined above is a Bachelor's degree in public administration or related field, preferably supplemented by training and certification in harbor and maritime management practices.

**Experience:** Eight or more years of progressively responsible experience, involving the administration of municipal waterfront, harbor activities, and/or similar public works operations, maintenance, and security programs. Five or more years of experience in a managerial or supervisory capacity.

## REVIEW AND EVALUATION OF QUALIFICATIONS

The City of Santa Barbara will give consideration to all qualified candidates who apply and demonstrate executive level experience in an organization of similar relative complexities. An understanding of key issues faced in municipal Waterfront operations will be of significant importance to the City. The review and evaluation of qualifications will be at the discretion of the City, based on the most appropriate combination of experience and education that provides the knowledge, skills, and abilities required.

## THE SELECTION PROCESS

To be considered, candidates must submit a compelling cover letter, resume, and six professional references to [HRRrecruit@SantaBarbaraCA.gov](mailto:HRRrecruit@SantaBarbaraCA.gov). Candidates are strongly encouraged to apply early in the process for optimal consideration. **The closing date for this position is Monday, October 28, 2019.**



The City will conduct the initial evaluation of submitted materials to determine the best overall match with the established criteria as outlined in this recruitment profile. The selection process may also involve a supplemental questionnaire. Only a select group of highly qualified candidates will be invited to interview. It is anticipated that the new Waterfront Director will join the City in late-November or early-December, or at a mutually agreeable date.

Should you have any questions regarding this position or the recruitment process, contact Wendy Levy, Human Resources Manager at (805) 564-5316.



## COMPENSATION AND BENEFITS

The successful candidate will be offered a very competitive salary with an outstanding benefits package.

**The current range is: \$149,680 – \$181,938.**

### Benefits include:

- **Retirement** – CalPERS: “Classic” members 2.7% @ 55, employee contributes 11.835%. “New” members 2% @ 62, employee contributes 6.75%.
- **Health Insurance** – Insurance includes medical, dental, and vision benefits available under a Cafeteria 125 Plan. The employee receives an annual allotment of \$20,616 (\$1,718 monthly). If the allotted amount is not fully utilized for benefits coverage, the employee will receive the remaining balance in “cash back.”
- **Vacation** – Accrued at the rate of 160 hours per year, credit for prior public service will be considered.
- **Management Leave** – 40 hours per year each July 1<sup>st</sup> (pro-rated the first year).
- **Sick Leave** – Accrued at the rate of 96 hours per year, credit for prior public service will be considered.
- **Personal Leave** – 32 hours per year each July 1st (prorated the first year).
- **Holidays** – 10 paid holidays (80 hours) per calendar year.

City of Santa Barbara Human Resources Office  
PO Box 1990 • Santa Barbara, CA 93102 • 805.564.5316 • [www.SantaBarbaraCA.gov](http://www.SantaBarbaraCA.gov)