



LEADERSHIP PROFILE

Director of Strategic Programs

Atlanta Wealth Building Initiative (AWBI)
Atlanta, Georgia

Organization

Atlanta Wealth Building Initiative (AWBI) advances community wealth building strategies through thought leadership, movement building, and new systems and structures of capital to challenge systemic bias and close the racial wealth gap. AWBI is dedicated to addressing the region's systemic racial wealth and economic inequity by removing barriers to shared economic prosperity for all while building an inclusive economy that promotes thriving communities. As an intermediary, our work is centered on the support and coordination of the nonprofit business support ecosystem with the intention to build leaders, promote wide-spread engagement, and advance bold ideas that move the sector forward for greater collective impact.

Community wealth building is a systems approach to economic development built on locally rooted and broadly held ownership. It is built on a framework of multiple drivers that work together to create a system that delivers an inclusive, sustainable community economy where all can prosper—particularly those who are normally excluded. With an initial focus on entrepreneurship as a pathway to building wealth, AWBI advances economic mobility opportunities for African Americans in Southeast, Southwest and Northwest Atlanta, with a particular focus on the Atlanta BeltLine overlay (the area located approx. .5 mile from the Beltline).

In addition to its focus on the support of Black enterprise development, AWBI advances additional community wealth building strategies including access to capital and equitable finance, anchor institution collaborative strategies and market access, workforce, and equitable land use/real estate. Through a mix of collaborative funding approaches, AWBI deploys resources that test exciting wealth building models, leverage and pool public and private resources, and contribute to restorative policies and practices. AWBI is committed to providing grants and loans to nonprofits and small businesses located in and/or serving a low-income census tract to pilot ground-breaking community wealth building strategies and technical assistance. We achieve these objectives through the following strategic priorities:

- **LEAD:** Advance New Ideas Through Thought Leadership
- **BUILD:** Activate People Through Movement Building
- **INVEST:** Deploy Capital Through Strategic Investments

Position Overview

AWBI is seeking a mission-focused and strategic-minded Director of Strategic Programs to lead the implementation of programs that support the organization's adopted community wealth building strategies and AWBI's overall mission to close the racial wealth gap, including the "Advancing Enterprise Prosperity: 1,000 Black Businesses in 1,000 Days" campaign. Candidates should have a background in community engagement and economic development with an understanding of community wealth building strategies and demonstrated commitment to racial equity.

The ideal candidate will have a background and/or working knowledge in the areas of community wealth building, community and economic development, business enterprise, equitable land use/development, workforce strategies and racial equity with experience managing a small to midsize team. Candidates will have experience working in community and a demonstrated ability to develop a systems level strategic approach to solve complex social problems.

Responsibilities

Reporting to the Executive Director, the Director of Strategic Programs will lead programmatic strategy and oversee implementation of programs that advance AWBI's mission and vision. Director of Strategic Programs will have the following responsibilities:

- Work with Executive Director and program staff in the strategic development and implementation of programs that address systemic racial and economic inequities;
- Manages partner network engagement including AWBI's Community of Practice (COP) engagement;
- Cultivate relationships with community and nonprofit partners to advance collective goals;
- Supports development of thought leadership strategy including the COP learning agenda;
- Oversee a team of three (3) direct reports (Program Managers and Project Lead) who manage AWBI's business development, business retention, anchor procurement, and land use strategies;
- Oversee the implementation of the 1,000 Black Businesses campaign and associated programming related to the growth and scale of Black businesses, anchor collaboratives, land use/real estate, business succession planning, employee ownership, and workforce strategies;
- Manage AWBI's engagement in the [ASCEND Atlanta](#) program including development of market access strategy and management of alumni network event planning, and engagement;
- Oversight of ongoing community-based programming;
- Support communications and marketing efforts to advance broader understanding of community wealth building strategies;
- Work in partnership with the Executive Director to develop and implement AWBI's strategic plan and establish new processes and approaches to achieve it;
- Conduct research to support the implementation of bold community wealth building strategies and initiatives in support of AWBI's larger organizational goals;

- Collaborate with the Executive Director and Operations Manager to monitor program budget;
- Participates in and reports on program outcomes and performance metrics at quarterly board of directors meetings as well as committee meetings, as required;
- Assists the Executive Director in developing annual work plans to achieve programmatic goals;
- Work in conjunction with the Executive Director to cultivate working relationships with stakeholders, including the businesses, nonprofit, philanthropic, civic and faith-based sectors;
- Represent AWBI as a thought leader in the community wealth building field along with the Executive Director;
- Collaborate and cultivate relationships with other national, regional and local entities with long-term vested interests in racial wealth equity, economic development and community wealth building.

Key Qualifications

The successful candidate must believe in the core values of AWBI and be driven by the organization's mission. The candidate should demonstrate a passion for breaking new ground to lead social change. The Director of Strategic Programs will possess experience, knowledge and competencies in the following areas:

- **Community Wealth Building, Racial Equity and Economic Inclusion** - Must have a clear understanding and ability to serve as subject matter expert and thought leader in the areas of community wealth building, racial equity and economic inclusion. The Director of Strategic Programs will support the Executive Director's efforts to execute programming and partnerships around community wealth building strategies including business enterprise development, anchor procurement, financing, land use and workforce strategies. Additionally, the successful candidate must champion awareness of issues pertaining to economic development, community wealth building and racial equity;
- **Community Rooted** - Must have a nuanced understanding of Atlanta's nonprofit landscape with an ear to the ground on local programs, policies, and initiatives that align with the mission and vision of AWBI;
- **Leadership Skills and Acumen** - Should have exceptional capacity for managing and leading people; a team builder who has experience managing a small to midsize team; team oriented with the ability to learn the strengths and weaknesses of the team so as to put people in a position to succeed;
- **Results Driven** - Candidate should have a proven track record of exceeding goals and a bottom-line orientation; the ability to balance the delivery of programs against the realities of a budget; and problem solving, project management, and creative resourcefulness;
- **Strategic Vision and Agility** - Ability to think strategically, anticipate future consequences and trends, and incorporate them into the organizational plan;

- **Action Oriented and Self-Directed** - Enjoys working hard and looks for challenges; able to act and react as necessary, even if limited information is available; not afraid to take charge of a situation; can overcome resistance to leadership and take unpopular stands when necessary;
- **Educational Background** - Undergraduate degree required; specialty in described areas preferred;
- **Organizational Cultural Alignment** - Alignment with and willingness to cultivate AWBI's core values of inclusion, collaboration, innovation, courage, impact and sustainability within the organization.

Compensation

AWBI is prepared to offer a competitive base salary as well as health, 401(k), and vacation benefits. Salary will be commensurate with market, operating budget and candidate's experience level.

To suggest a prospect, please email HR@atlantawealthbuilding.org.

Interested candidates please submit a cover letter and resume. Inquiries may also be directed to hr@atlantawealthbuilding.org.

DISCLAIMER:

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job