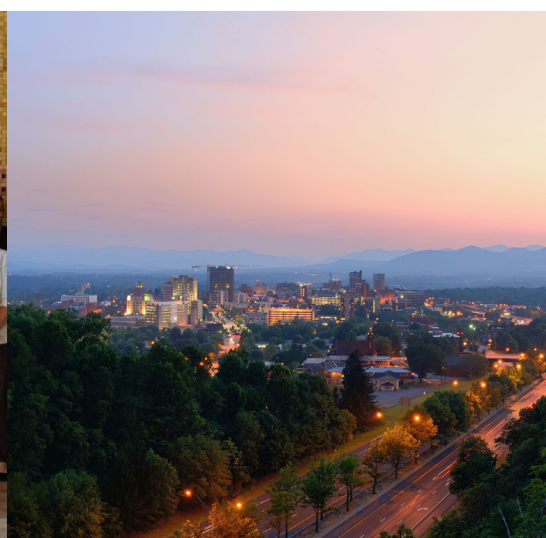


Director of Equity and Inclusion



A Progressive Leadership Opportunity

The City of Asheville, North Carolina is conducting a search to fill the position of Director of Equity and Inclusion. This strategic and resourceful director will further advance the dynamic work that the office of equity and inclusion is engaged in, and that advances the charge of transforming the way that the Asheville city government delivers services towards achieving equitable opportunities for all Asheville residents. The Director will be an integral part of a management team committed to providing excellent services to the entire Asheville community.

During its annual retreat in January 2016, the Asheville City Council developed the Vision 2036 in which it articulated the community as it is and the way it strives to be in twenty years. One of the eight focus areas of this vision was 'An Equitable and Diverse Community,' which encompasses using an equity lens through which the City seeks to achieve its goals, deliver services and programs, and maximize the quality of life for all.

In an effort to create a framework, develop resources, and achieve meaningful progress towards this component of the Vision, the Fiscal Year 2017 budget (approved in June 2016) included funding for the development of equity initiatives. The development of such efforts included evaluation of the City's efforts to equitably engage with and deliver services to the community and included areas of study such as representation on boards and commissions, public input opportunities, contracting, and infrastructure development.

The Office of Equity and Inclusion was established in fiscal year 2017-2018 as a result of the City Council's goal of an inclusive, diverse community. Shortly thereafter, a Manager of Equity and Inclusion was hired.

To date, some of the accomplishments are:

- Created Equity Core Teams to serve as ambassadors for equity in their departments.
- Developed the Equity Action Plan
- Developed and implemented the Racial Equity Toolkit (GARE) to incorporate equity into decision making.
- Developed a robust offering of equity training programs for City employees.

The Equity and Inclusion function is a deliberate step toward advancing equity in Asheville, with racial and social equity as top priorities. As a city government, Asheville can serve a unique role toward maximizing the access and opportunities that all people have to satisfy essential needs, advance their well-being, and achieve their full potential. The Director of Equity and Inclusion position will play a key role in moving the city organization toward the successful advancement of equity within Asheville.

Why Asheville?

Asheville is a vibrant and dynamic city that is praised for its quality of life, being a travel destination, its music and food scene, and its proximity to exciting outdoor amenities. As the county seat of Buncombe County, Asheville serves as a hub for Western North Carolina relative to manufacturing, transportation, health care, banking, professional services, and shopping. A city with a population of 93,350 people comprising an area of approximately 45.2 square miles, Asheville is the eleventh largest city in the State. Asheville is nestled between the Blue Ridge and Great Smoky Mountains, many with elevations above 5,000 feet. The city's location astride the French Broad and Swannanoa Rivers has been inspiring our residents for generations.

Demographics

A community with a median age of 39 years, Asheville has a diverse array of demographic groups. The median income for the city is \$49,930.

RACE & ETHNICITY	ASHEVILLE COMMUNITY	% BELOW POVERTY
White	84.03%	11.18%
African American	11.23%	21.68%
Hispanic or Latino (of any race)	6.76%	30.16%
Asian	1.71%	8.67%
American Indian	0.42%	2.96%
Multiple	1.89%	27.91%
Other	.81%	2.96%
Female	52.24%	14.51%*
Male	47.76%	13.10%*

* Of those employed

Government

The City of Asheville, which was incorporated in 1797, operates under a Council/Manager form of government. The seven members of City Council, including the Mayor, are elected at-large for staggered terms of four years. City Council acts as the City's legislative and policy-making body and selects the City Manager, who is the City's Chief Executive Officer responsible for implementing Council-adopted policies and programs.

CITY COUNCIL'S VISION A DIVERSE COMMUNITY

Asheville is an inclusive, diverse community. We define diversity broadly, including but not limited to all races, ages, sexual orientations, gender identification, socio-economic backgrounds and cultural beliefs. We have created a fair and balanced society where everyone can participate and has the opportunity to fulfill their potential because they have access to healthy, affordable food, transportation, quality education and living wage jobs.

The Office of Equity & Inclusion

The Office of Equity and Inclusion works to foster a fair and inclusive culture across city government by providing training, consultation, and promoting equitable policies, practices, and procedures.

Using the Equity Action Plan as a guiding document, the Office is charged with:

- Improving workforce equity
- Improving contracting and procurement equity
- Increasing knowledge and tools used by the City staff and Council to advance racial equity
- Improving equitable and inclusive outreach and public engagement
- Systematically reviewing and improving the use of racial equity best practices criteria
- Decreasing race-based disparities in the community
- Addressing claims of discrimination from the community

The Position

The Director of Equity and Inclusion, hired by the City Manager (with day to day supervision by an Assistant City Manager), is responsible for the City's efforts to advocate for access, equity, inclusion and diversity through innovative policies, programs and services. As the subject matter expert and technical advisor on city-wide matters of equity and disparities, the Director leads the City's Office of Equity & Inclusion teams in driving the Citywide strategy to further advance equity and inclusion into the culture, practice and delivery of all City programs services and policies. This position will also serve as a key liaison to the community and for community efforts focused on realizing an equitable Asheville, and facilitate the use of education and reconciliation to address community complaints of discrimination related to private employment, public accommodations, and housing. The Director will oversee a staff of three and a budget of \$456,499. In addition, the Director will provide guidance to the equity core teams.

Top/Immediate Priorities

- In coordination with the City Manager's Office support the implementation of the Reparations Resolution for Black Asheville by supporting the Reparation Commission and its work.
- Promote the use of an equity lens in developing and allocating funding within the City's budget.
- Apply innovative and proven models for successfully engaging the community.
- Infrastructure development (improve capacity within the various City departments).
- Implement the newly adopted City-wide non-discrimination ordinance.

- Review and assess the status of the City's Equity Action Plan and move forward with a plan update and measure progress.

Specific responsibilities include:

- Providing leadership, guidance and support to internal and external partners in the delivery of initiatives and the review of equity policies in conjunction with internal and external partners.
- Hiring and supervising three employees.
- Collaborating with and providing technical assistance to City departments to create awareness and understanding and facilitate the effective use of an equity lens in developing and implementing policies and programs to achieve fair and equitable outcomes.
- Developing and recommending performance indicators and progress benchmarks to maximize accountability related to the delivery of City services to achieve fair and equitable outcomes.
- Working closely with community representatives, stakeholders and appropriate boards and commissions to create best approaches to working collaboratively with the City.
- Playing an active role in advising on the integration of community engagement and equity concepts into all aspects of the City's programming, service and policy strategies.
- Developing and recommending performance indicators and progress benchmarks to ensure accountability and to achieve fair and equitable delivery of City services. Collecting, analyzing and presenting data measuring equity program efforts.
- Serving as a liaison to the Human Relations Commission and other City commissions (including the soon-to-be Community Reparations Commission).
- Serving as a spokesperson for the City around the issues of equity and inclusion, disseminating important information and listening to various groups, especially the disadvantaged.
- Partnering and collaborating with the County to implement countywide equity and inclusion measures, including 'Reparations and Reimaging Public Safety'.
- Fostering and maintaining collaboration and connections within the community, stakeholders and partners (such as Buncombe County, Asheville City Schools, WNC Diversity Engagement Coalition, etc.).
- Partnering with Human Resources to develop and implement policies and procedures that are aligned with the City's workforce goals, including establishing accountability measures.
- Implementing new procedures for the rollout of the City's non-discrimination ordinance, and overseeing the work of the team members investigating complaints, providing education and assistance to

- alleged violators, and issuing citations.
- Developing and managing the program's budget and ensuring implementation of sound fiscal management including proper internal controls.
- Promoting an understanding of equity among City Council members, City staff and community members.

Ideal Candidate

The ideal candidate for the Director of Equity and Inclusion will be an inspiring, collaborative, courageous, innovative and visionary leader with outstanding people and management skills. The candidate will have direct and effective experience in organizational transformation with a specific emphasis on analyzing policies and crafting/developing equity initiatives, and facilitating collaborative and inclusive working environments.

The successful candidate will have a demonstrated 'track record' working closely with key community stakeholders, and be both community engagement oriented and politically astute - yet apolitical - with a high level of cultural competencies. The successful candidate will possess excellent oral and written communication skills be quick to understand how the City functions and the role of equity and inclusion within the city. The individual will be engaging and charismatic, as well as a data oriented and outcome driven problem solver with an explicit commitment to advancing equity and social justice solutions. In addition the ideal candidate will:

- Have a demonstrated commitment to and experience in community engagement and effective communication and engagement tools.
- Understand systemic and institutional racial bias and best practices in addressing them.
- Be adept at implementing and achieving solutions that are grounded in performance metrics and measurable outcomes.
- Have experience with public policy development and implementation.
- Be adept at understanding and maneuvering through the interests of a wide range of stakeholder groups, strategic partners, elected officials and administrative colleagues.
- Be a proven inspiring and collaborative leader who is decisive yet flexible and authentic.
- Be grounded by a set of values characterized by humility, innovation, compassion, courage, collaboration, service excellence and responsive leadership.
- Be a person of high emotional intelligence, personal and professional integrity, with a sense of humor.
- Possess organizational and fiscal management skills noted for transparency and accountability.
- Be a person of strength and resilience; politically astute.
- Be patient, passionate and diplomatic.
- Possess the ability to prioritize tasks and achieve results.

- Have some degree of skill and experience in implementing organizational change initiatives.
- Be skillful in the facilitation of difficult conversations internally and externally.
- Have the ability to connect with people and be a good listener.
- Be able to speak 'truth to power' with diplomacy.

Education and Experience

The following qualifications are guidelines, as the City has broad discretion in filling positions in this classification.

Experience:

At least five years of demonstrated success in the administration of community, government, educational or social justice programs, at least three of which were in a managerial, supervisory or program administration capacity. Candidates should have a demonstrated background and experience in racial and equity training and tools. An understanding of equity issues unique to Asheville and Western North Carolina is desirable. Experience working in a public agency or nonprofit is preferred.

Education:

A Bachelor's degree in sociology, education, public administration, ethnic studies, communication or related field from an accredited college or university. An advanced degree is preferred. Professional work experience may be substituted.

Compensation

The City of Asheville is offering a competitive salary commensurate with experience, and a comprehensive and attractive benefits package that includes participation in the North Carolina Local Government Employees Retirement System.

Application Process

To be considered, please submit your resume and cover letter outlining the background and experience that makes you the ideal candidate electronically to: e&idirector.asheville@thehawkinscompany.com by **May 7, 2021**. Resumes received by **May 7, 2021** will receive first consideration. In your application materials please be sure to demonstrate (1) background and experience in racial and equity training and tools; and (2) number of largest staff supervised. The position is open until filled.



THE HAWKINS COMPANY

8939 S. Sepulveda Blvd., #110-216
Los Angeles, CA 90045
www.thehawkinscompany.com

For additional information or questions, please contact Dr. Gwen Catchings at 228-456-6610, gwen@thehawkinscompany.com or Ms. Brett Byers at 323-403-8279, brett@thehawkinscompany.com.

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