

Executive Director

Carlsbad Village Association



Carlsbad Village | A walkable coastal destination in North San Diego County

The Opportunity

The Carlsbad Village Association (CVA) seeks an experienced, collaborative, forward-thinking Executive Director to lead one of North San Diego County's most established Main Street organizations. This is an opportunity to build on more than four decades of community leadership and help shape CVA's next chapter.

CVA's mission is to enhance the Village's business, cultural, and community vitality and position it as a premier destination. The next leader will strengthen the programs, partnerships, and relationships that support this mission while expanding the organization's impact, reach, and long-term sustainability.

The Role

Reporting to the Board of Directors, the Executive Director serves as CVA's chief executive. This highly visible role combines strategic leadership with hands-on responsibility for development, finances, community engagement, programs, staff, operations, and partnerships.

The successful candidate will be an approachable, trusted representative who works comfortably with businesses, property owners, residents, community partners, City representatives, staff, and the Board.

Like much of Main Street work, this is a hands-on leadership role that calls for a resourceful, solutions-oriented individual with a genuine can-do attitude. We're looking for someone with a true heart for small business who understands that a thriving downtown is built on relationships, collaboration, and a strong sense of community. The ideal leader is energized by the people and businesses that make Carlsbad Village unique and is ready to roll up their sleeves, adapt to challenges, and turn good ideas into meaningful results.

The Organization and Community



CVA is a nonprofit Main Street America Affiliate organization dedicated to the ongoing improvement of Carlsbad Village. Founded by downtown merchants, it supports the local economy, celebrates the Village's character and history, builds strategic partnerships, and advocates for a welcoming downtown experience.

Its work spans business support and advocacy, economic vitality, community engagement, marketing, placemaking, education, and community events. An engaged 11-member Board represents the Village business community. Four staff members and two event contractors support the organization's work.

Programs and Reach

Signature programs include the State Street Farmers Market, Hearts of Carlsbad Village, Art in the Village, Flicks at the Fountain, Taste of Carlsbad Village, Halloween in the Village, Musical Kickoff to the Holidays, and bi-monthly Village Voices business and resident meetings.

CVA hosts 35 events annually in addition to 52 weekly farmers markets. Nearly 70,000 social media followers, approximately 7,400 weekly newsletter subscribers, and a web site that receives 600,000 views annually, help drive strong event attendance, with many events quickly selling out.



State Street Farmers Market | Connecting local growers and the Village community for 32 years

Leadership and Financial Sustainability

Key responsibilities include providing strategic leadership, advancing financial sustainability, and supporting CVA's long-term organizational success.

Main Street and Economic Vitality

- Stay informed about Main Street best practices and incorporate relevant approaches into CVA's work.
- Advance placemaking and initiatives that improve the downtown experience for businesses, residents, and visitors.
- Advocate for the Village business community and the interests of local businesses.
- Promote the unique character, history, and identity of Carlsbad Village.
- Represent CVA within the broader Main Street and downtown revitalization community.

Strategy and Organizational Leadership

- Provide overall leadership and direction for CVA in alignment with its mission, strategic priorities, and Board-approved goals.
- Work with the Board to develop, implement, and evaluate the organization's strategic direction.
- Identify opportunities to strengthen CVA's programs, services, visibility, capacity, and community impact.
- Evaluate emerging opportunities and challenges and recommend thoughtful courses of action.
- Promote a positive, collaborative, accountable, and empowering organizational culture.
- Ensure effective organizational systems, policies, and procedures.

Development and Financial Sustainability

- Develop and implement a strategic plan for organizational development and financial sustainability.
- Identify opportunities to diversify revenue and strengthen long-term financial sustainability.
- Cultivate relationships with businesses, corporations, foundations, community partners, and other potential supporters.
- Develop and oversee meaningful sponsorship and partnership opportunities aligned with CVA's mission.
- Identify and pursue appropriate grants, contributions, contracts, and other funding opportunities.
- Personally cultivate and steward key funding relationships.
- Oversee the annual budget and ensure responsible stewardship of organizational resources.

Board Leadership and Governance

- Support effective Board recruitment, orientation, engagement, and development.
- Maintain a clear distinction between Board governance and staff operations while fostering a strong, collaborative relationship.
- Provide the Board with timely, accurate, and meaningful information necessary for effective governance and decision-making.
- Prepare and present regular reports and participate fully in monthly Board meetings, providing leadership on programs, finances, development, organizational performance, and emerging issues.
- Work collaboratively with the Board Chair and Board committees to establish priorities and advance organizational goals.

Success in this Role

Success means stronger finances and a sustainable development program, trusted community relationships, valuable programs, an engaged Board and staff, and thoughtful growth that preserves CVA's credibility.

Community Programs and Operations

Key responsibilities include leading community engagement, overseeing programs and events, and ensuring effective day-to-day operations.

Community Business and Government Relations

- Serve as a highly visible and accessible representative of CVA within the Carlsbad community.
- Build and maintain strong relationships with businesses, property owners, residents, community organizations, civic leaders, and other stakeholders.
- Develop constructive and collaborative relationships with the City of Carlsbad and appropriate City departments.
- Represent CVA at City Council meetings, community meetings, business gatherings, civic events, and other appropriate forums.
- Enhance CVA's visibility, credibility, and reputation throughout the community.

Programs Events and Engagement

- Provide strategic oversight of CVA's programs, events, and initiatives, ensuring they advance the organization's mission and provide meaningful value.
- Ensure programs are appropriately planned, staffed, budgeted, promoted, and evaluated.
- Oversee signature events and ongoing programs while empowering staff and contractors to manage appropriate operational responsibilities.
- Ensure events and programs are financially responsible, professionally executed, and consistent with CVA's standards and reputation.
- Evaluate existing programs and identify opportunities for improvement, innovation, or expansion.
- Develop and maintain relationships with event sponsors, partners, vendors, volunteers, and participating businesses.

Staff and Operations

- Lead, support, and develop CVA staff, fostering accountability, collaboration, professionalism, and growth.
- Establish clear expectations, priorities, and responsibilities for employees and contractors.
- Encourage staff initiative and resourcefulness while providing appropriate direction and accountability.
- Oversee hiring, onboarding, performance management, and professional development.
- Manage consultants, contractors, and outside service providers as appropriate.
- Ensure effective day-to-day operations and compliance with organizational policies and applicable nonprofit requirements.
- Maintain appropriate organizational records, contracts, insurance, and administrative systems.



Christine and CVA board members | Photo from CVA's Village Voices bi-monthly meetings

Qualifications and Application

The ideal candidate combines strategic thinking with practical, hands-on leadership. They earn trust, build consensus, communicate clearly, balance competing priorities, and exercise sound judgment. They bring integrity, diplomacy, emotional intelligence, resourcefulness, and enthusiasm for Carlsbad Village and its locally owned businesses.

Required Qualifications

- Significant leadership or management experience (3 years minimum) preferably within a Main Street Association, a nonprofit, community-based, economic development, business district, chamber, civic, or similarly mission-driven organization.
- Demonstrated experience working effectively with, and managing, a volunteer Board of Directors.
- Proven ability to develop and maintain strong relationships with diverse stakeholders.
- A strong background in organizational leadership, strategic planning, and implementation.
- Proficiency in managing budgets and exercising sound financial judgment.
- Strong working knowledge of standard business technology, including email and calendar management, Microsoft Office or Google Workspace, Excel, and digital collaboration tools.
- Proven success overseeing community events and public-facing programs.
- Demonstrated ability to develop resources, cultivate partnerships, and pursue multiple sources of revenue.
- Excellent written, verbal, interpersonal, and presentation skills.
- Strong organizational skills and ability to manage multiple priorities.
- Demonstrated ability to lead, motivate, and develop employees and work effectively with contractors and partners.
- Strong judgment, professionalism, integrity, diplomacy, and discretion.

Preferred Qualifications

- Bachelor's degree in business or public administration, communications, marketing, or a related field.
- Experience establishing or working with an assessment district (PBID, BID, MAD, etc.)
- Experience with nonprofit development, sponsorships, grants, and partnership development.

A combination of education, professional and leadership experience, and demonstrated accomplishments will be considered.

Position Details

This is a full-time, in-person (not remote) position at 2695 State Street, Carlsbad, CA 92008. The Executive Director reports to the Board of Directors. Work days are Monday–Friday, with occasional evenings and weekends for meetings, events, presentations, and other organizational activities. Salary range: \$85,000–\$105,000, based on experience. Benefits include medical and dental insurance; paid vacation, sick time, holidays, and a floating holiday.

To Apply

Submit a resume and cover letter describing your qualifications and interest in leading CVA, along with two recent letters of recommendation, to info@carlsbad-village.com. The Carlsbad Village Association is an Equal Opportunity Employer.