



Walk San Francisco Development and Communications Director

Hours: Full-time. Flexibility to work occasional nights and weekends.

Reports to: Executive Director

ABOUT WALK SAN FRANCISCO:

Walk San Francisco's mission is to make walking in San Francisco safe and inviting, so that our community is healthier and more livable. We work with our members, community-based organizations, residents, City agencies, elected officials, and businesses to improve streets and public spaces for everyone to enjoy. Along with our partners, Walk SF launched one of the nation's first Vision Zero campaigns to eliminate severe and fatal traffic crashes in San Francisco by 2024. Walk SF also made San Francisco the first major city in California to create 15-mile-per-hour school zones around 181 schools, and launched the nation's first citywide Walk to Work Day. Find out more at walksf.org.

The Development and Communications Director is responsible for growing Walk San Francisco's major donor program, oversee our grants and member programs, manage communications and supervisor the consultants who help run our events. This member of the leadership team will work closely with the Executive Director, Policy and Program Director and the Walk SF Board of Directors, and will manage one support staff.

RESPONSIBILITIES

- Build and manage a comprehensive development program to increase Walk San Francisco's revenue. Formalize and expand the major donor program, growing current donor base and cultivating new donors. Plan and assist in executing high-quality smaller major donor events, and oversee the smooth execution of our signature citywide events, including Walk to Work Day in the spring and Peak2Peak in the fall. Manage the grants process, from identifying potential funders to overseeing grant writing and reporting. Manage corporate giving, in particular event sponsorships, corporate matching, and in-kind contributions.
- Develop and execute communication strategies that drive growth, awareness, and engagement of key audiences. Collaborate with the Executive Director and Policy & Program team to craft and execute the organization's messaging, content creation, collateral, and outreach strategies to tell Walk SF's story. Write and edit content, including blog and social media posts, email newsletters, webinars or video scripts, web copy, and occasional presentations, press releases, and infographics. Oversee website content and Wordpress technology. Use data to drive decisions and recommendations. Work with staff and Board to ensure we're effective at communicating the organization's goals and objectives.
- Oversee the department's staff and goals. Supervise the Outreach Coordinator as well as independent contractors; ensure team has clear roles, receives regular feedback, and has good

support/professional development systems. Provide strong project management and use systems and technology effectively to support work-planning, milestone and outcome tracking, and general project execution. Set standards for accountability and measurements of success.

- Work with the Executive Director to set and manage the annual department budget.
- Serve as a key liaison to the Fundraising Committee of the Board, working with the Committee Chair to plan meetings, set agendas, engage Board members, and communicate progress to the full Board.

QUALIFICATIONS

- BA/BS and 5+ years experience in individual donor development, events, and communications.
- Goal-oriented and strategic approach and ability to create and execute a multi-faceted vision and plan for increased financial results.
- Outstanding team leadership, interpersonal, and mentoring skills, including the ability to work well with diverse populations. Ability and commitment to being part of a dynamic staff team. Entrepreneurial spirit and flexibility essential to this role.
- Exceptional organizational skills, including budgeting, with the ability to work on a cross-functional team with high outputs and deadlines.
- Strong computer skills, including proficiency with Google Suite, Google Analytics, Microsoft Office, as well as with Microsoft CRM database or other fundraising database management software.
- Availability for occasional early morning, evening, and weekend meetings & events.
- Interest in and enthusiasm for social justice, public health, sustainability, good urbanism and an overall passion for Walk SF's mission.
- Experience with media relations and with design/publication software a plus.

Benefits and Salary:

Position is full-time. Salary based on experience. Benefits include generous vacation time, pre-tax transportation benefits, full health care coverage, retirement benefits, and dental/wellness benefits. Walk SF's office is centrally located and easy to reach on foot from public transportation.

Applications:

Review of applications will begin immediately and continue until the position is filled. Applicants are encouraged to apply as early as possible.

Please send cover letter, resume, references, and writing sample to info@walksf.org,

Subject: Development & Communications Director

Walk SF commits to advancing equity and diversity in all that we do. We are an Equal Opportunity employer, and particularly encourage applications from members of historically underrepresented racial/ethnic groups, women, people with disabilities, veterans, LGBTQ community members, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community.

Walk San Francisco provides a workplace that is free from discrimination and harassment on the basis of race, color, religious creed, national origin, age, sex, marital status, sexual orientation, gender identity, disability, medical condition, veteran status, or any other classification protected by applicable law in employment or service policies and practices.