



Job Announcement: Campaign & Program Director

Walk SF, an award-winning nonprofit, seeks a Campaign & Program Director to lead cutting-edge campaigns and manage our programs to make San Francisco's streets safe for everyone who walks.

The right person will be an experienced advocate, strategic thinker, strong communicator, proven community organizer, and a team builder. A keen interest in local politics, coalition-building, and social justice is a must.

Walk SF may be a great fit if you like collaborating, a fast-paced work environment with a lot of variation, and personally want to push our city to be a leader in people-first streets for every age and ability.

Reports to: Executive Director

Member of: Strategic leadership team, management team, campaign team

Team: Manages a four-person team

Hours: Full time, exempt. Position requires occasional work on weeknights and weekends in order to attend community meetings and events.

Salary range: \$80,000-95,000 based on experience.

Benefits: Generous vacation and holidays (plus bonus days; the office closes between Christmas and New Year); full medical benefits, wellness flex fund, 401k match (up to 3% of salary), and commuter reimbursement benefits. We are a very flexible, family-friendly workplace that cultivates fun and connections as a staff.

KEY RESPONSIBILITY AREAS

Campaign Leadership: The Campaign & Program Director determines, plans, and executes campaigns and ongoing advocacy work on behalf of pedestrians in partnership with the Executive Director and Communications Director. This includes:

- Develop our engagement strategies for: the Vision Zero Coalition, Families for Safe Streets, Walk SF membership, and Safe Routes to Schools communities.
- Develop our annual advocacy plan with the leadership team, and oversee campaigns.
- Build and foster the organization's network of relationships with community stakeholders, allied partners, city agencies, and elected officials.
- Research and analyze key emerging issues and develop policy positions.
- Serve as an organizational spokesperson: represent Walk SF at City Hall, with community and city partners, and with media outlets.
- Represent Walk SF on key city policy and advisory committees.

Team Leadership: The Campaign & Program Director will lead a strong, collaborative four-person team focused on achieving program and advocacy goals. This includes:

- Lead and support the team in prioritizing and setting realistic and achievable targets and deadlines. This includes coaching, team coordination, and staff development.

As a member of Senior Leadership Team:

- Collaborate with the Executive Director and Communications Director in setting and driving organizational vision and strategy.
- Identify organizational priorities, and collaborate in organizational decisions with senior leadership.
- Explore and discuss emerging issues and opportunities with the leadership team.
- Collaborate with the leadership team to ensure a healthy, inclusive, and empowering organizational culture that lives out our organizational values.

Financial and Fundraising: The Campaign & Program Director, in collaboration with and support from the fundraising and administrative staff, helps identify and secure funds. This includes:

- Draft overall annual campaigns and program budgets.
- Track and report on relevant campaign and program expenditures.
- Draft grant applications and reports for key programs.
- Share updates on key campaigns with funders and donors.

QUALIFICATIONS

Essential:

- Deep commitment to safe streets and transportation equity
- A minimum of 3 years of experience working in public policy advocacy or community organizing
- Experience managing a team with an approachable and supportive management style
- Experience building external relationships and partnerships, and leveraging them to advance your goals
- Ability to demonstrate critical and analytical thinking in successful campaign planning and execution
- Confidence and willingness to speak to an array of audiences
- Ability to work with a wide range of individuals and interests
- Clear and error-free written communications
- Strong project, organizational, and time management skills
- Comfortable working in a small, intimate office environment, and willing to pitch in on organization-wide events and other projects as needed
- Working knowledge and comfort with Google Suite; Microsoft Office and CRM experience a plus

Desirable:

- Media experience
- Understands how to navigate the relationships in San Francisco City Hall
- Knowledge of urban, public health, or transportation issues, and a familiarity with San Francisco neighborhoods and politics

KEY BACKGROUND

In 2019, Walk SF launched our first-ever three-year strategic plan. The long-term goals of Walk SF are to: 1) end pedestrian traffic deaths and severe injuries, and 2) increase the number of trips people take on foot. But how we'll get there is a hugely important part of the plan. For the first time, we defined how we will prioritize our work – and *how* we will work. The Campaign & Program Director plays a key role in realizing our commitments as described below.

- **Determine our highest priority projects through an equity lens.** Walk SF will focus our program activities on communities and/or geographies where issues of equity are most at play. Crash data shows that San Francisco's residents living in communities of concern suffer the most from traffic violence. These are communities with the most low-income people, immigrants, communities of color, seniors, children, and people with disabilities.
- **Mobilize new voices to speak up for safe streets.** Walk SF's community engagement will be focused on outreach and education in communities and populations that have disproportionately been impacted by traffic violence and often not engaged in the community process. Walk SF will develop our community engagement that ensures a community's voice is

authentically brought forward to guide advocacy efforts. We will use our training and education activities that focus on children, families, and seniors.

- **Build strong coalitions across diverse communities.** As a leader in pedestrian advocacy, we will focus on education, communications, and advocacy to increase our organization's efficacy in building and developing partnerships in the community around pedestrian safety issues.

MORE ABOUT US & HOW TO APPLY

Our staff is focused on making positive change in the world, celebrates diversity, and is committed to being intentionally inclusive in all our relationships. Walk SF has an active Equity Task Force made up of staff and Board members; our work to contribute to ending systemic racism is ongoing. We recognize that transportation policy plays a key role in a more equitable city and world.

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.

Walk SF's office is located close to public transit; however, we are unfortunately not in an accessible building and are located on the 2nd floor. Walk SF staff are currently working remotely due to the pandemic. A reopening plan for the office is being developed based on local guidelines and staff needs and perspectives.

Walk SF works in the interest of all pedestrians in San Francisco, but prioritizes our work in order to address the needs of people who are disproportionately affected by pedestrian safety issues. This includes children, communities of color, people with disabilities, and seniors.

Review of applications are being accepted on a rolling basis. Position will remain posted on our website until filled. To apply, please send a cover letter and your resume (merge into *one* PDF with a file name that includes your last name and "Campaign & Program Director") email to opportunity@walksf.org. Use the subject line: **Campaign & Program Director Application**. *Resumes submitted without a cover letter will not be considered.*