



Advocacy Director

Job Description

The Advocacy Director is a key member of Transportation Choices Coalition, working to build public will and political support to pass progressive transportation policy. They organize winning coalitions at the intersection of transportation, land use, environment, climate, labor, and social justice that advance TCC's mission and vision of more transportation choices and opportunities for all.

The Advocacy Director reports to the Policy & Program Director, working together to develop and pass sustainable and equitable transportation policies. They are responsible for building relationships with community-based organizations, nonprofits, labor leaders, private sector stakeholders, elected officials and agency leaders. They work closely with the Executive Director to develop and oversee political strategy for the organization, ensure the right people are engaged to raise funds, raise awareness, and pass and implement policies for the benefit of communities. In addition, this person shapes public narratives and education campaigns in coordination with the Communications Manager.

This dynamic role covers advocacy and political work at all levels of government, with a focus on the Puget Sound region, the Washington State legislature (including management of contract lobbyists), and supporting statewide transit ballot measures. On any given day they may be facilitating a coalition meeting, testifying at a board or council meeting, speaking to the media about an urgent policy issue, or planning an advocacy campaign with partners. As part of a small and mighty team, they will assist in other cross-functional work, including fundraising and event support.

Flexible schedule with some night and weekend work required.

Reports to: Policy & Program Director

Annual Rate: \$71,000 a year with competitive benefits.

Position Type: Full-time, approximately 40 hours a week, based in Seattle, working remotely for the time being.

About TCC

Transportation Choices Coalition is Washington State's leading non-profit organization working to expand transportation choices for everyone. Based in Seattle, our vision is to create vibrant and affordable communities connected by great transit for all. Our programs are focused on educating and building support for more transit, developing cutting edge policies to make it easier and more affordable for people to get around by rail, bus, mobility device, bike and foot and winning new funding to support these transportation choices. In the last decade, we have won nearly \$30 billion in transit, bike and pedestrian investments.

TCC strives to be a great place to do great work. We prioritize a collaborative, team-oriented culture where everyone has a high level of ownership and performance in their roles, where we prioritize a regular practice of collective programmatic and operational anti-racism work, and where we care for ourselves, each other, and our community.

Key Responsibilities

Coalition Building, Elected & Partner Relationships - 40%

- Build, grow and maintain partner relationships across sectors and in complex political environments
- Build, grow and maintain relationships with elected officials and staff, transportation agency leaders and staff and other grass-tops stakeholders
- Organize multi-sector coalitions to win progressive transportation policy at the local, regional and state level
- Plan and facilitate coalition meetings and policy development processes
- Represent TCC at partner meetings/coalitions, agency meetings, and on panels and other professional events

Advocacy, Communications & Campaign Support - 30%

- Provide direction for TCC's political and communications strategies
- Plan and implement advocacy campaigns, including political strategy, tactics and organizing
- Provide strategy, advocacy support and technical assistance for local and statewide ballot initiatives
- Provide verbal and written public comment before boards and elected governments; organize partners around key advocacy moments
- Collaborate on strategic communications, including message development, communications plans, and earned media
- Conduct media interviews, author blog posts and action alerts, and pursue other creative advocacy tactics such as videos, social media, or in-person actions and events
- Manage contract lobbyists and other contract staff as needed

Policy Review - 15%

- Collaborate on policy development planning and racial equity analysis
- Enable government and nonprofit partner policy feedback
- Review policies & plans

Internal, planning, cross-functional support - 10%

- Produce an annual work plan with metrics tied to overall organizational goals
- Participate in team check-ins, weekly staff meetings, and planning and support for TCC events
- Support grant writing and reporting regarding advocacy activities
- Pursue professional development opportunities that advance skills for the role

Racial Equity Action Plan - 5%

- Participate in staff development and trainings
- Apply Racial Equity Action Plan to Advocacy work plan

Primary Qualifications

- Excellent writing, editing, public presentation and communication skills.
- A strong commitment to racial equity and anti-racism, and continuous learning.
- 5+ years experience in community organizing, government affairs, policy, campaigns, strategic communications or related life experience.
- Familiarity and interest in transportation policy or related issues.
- A self-starter who excels at working in a team environment, and is comfortable working with all kinds of external stakeholders including community-based organizations, nonprofit organizations, elected officials, agency leaders and news media.
- Politically savvy, can navigate complex political and policy issues in both community-based and government settings.
- Expert facilitator; can bring together a diverse group of stakeholders and host policy and process discussions focused on relationship building, shared values and policy goals.
- Ability to center and advocate for racial equity within hostile policies, structures and political environments.
- Comfort directing and navigating both internal and external advocacy strategy.
- Ability to distill complex policy and positions into accessible language; experience in strategic messaging development, ideally in a public sector or political environment.
- Strong project management skills, and the ability to prioritize, manage and coordinate multiple tasks, sometimes in a fast-paced, evolving, and political environment.
- Willingness to work occasional evenings and weekends.

Secondary Qualifications

- Lived experience without a car; using transit as a primary mode of transportation or transit dependent.
- Experience writing and managing online communications, e-advocacy and social media accounts and tools, including Twitter, Facebook, Instagram, Wordpress, Campaign Monitor, Action Network and Canva.

The successful candidate will

- **Have a strategist's mind:** You quickly grasp the subtleties of complex policy and political issues, and identify patterns in challenges. You develop insightful, pragmatic, equitable, and sustainable ways to tackle common challenges and produce positive change. You have a successful track record of taking a concept from idea to implementation.
- **Proactively advance racial equity:** We acknowledge historical inequities and commit to shift power, resources, and decision-making to communities of color and those most impacted by issues related to transportation. You identify decisions, policies, processes or practices that have disparate impacts based on identity and are driven to make changes in systems and practices to operationalize equity.
- **Prioritize relationships, community and collaboration:** You recognize the deep importance that relationships with colleagues and allies play in our work, and you build rapport and trust with others. Enthusiasm for meeting and engaging with people. Empathizes with the communities we serve. Able to put people at ease, especially when there are lines of difference. Listens closely to understand needs or concerns and takes steps based on that input.

- **Exercise leadership without asserting dominance:** Brings a clear vision and recognizes the value of divergent perspectives. Approaches leadership with a mindset of “power with” rather than “power over” and regularly includes others in planning and decision-making. Inspires and motivates others to take action and meet goals. Delegates skillfully. Holds the team accountable and acknowledges growing edges (in self and others).
- **Manage a high volume of work in high-pressure situations:** Able to juggle competing demands and prioritize tasks. Can comfortably shift strategy and tactics in ever-changing, politically sensitive environments. Asks for help when needed.

Compensation and Benefits

This is a full-time, salaried position based in Seattle starting at \$71,000 a year. A typical work week is 40 hours but may vary. Competitive benefits package including paid medical, dental and vision insurance, retirement matching, vacation/sick policy starting at four weeks, 6 set and 4 floating holidays, professional development funding, and a yearly transit pass.

TCC prioritizes diversity and inclusion. Women, non-cis gendered people, people of color, and individuals from under-represented communities are strongly encouraged to apply. TCC welcomes applicants to share anything about their life experience that has prepared them for the position they are applying for.

Employment at TCC is based upon individual qualifications without regard to race, color, gender, sexual orientation, religion, creed, age, national origin, physical, or mental disability, marital, or veteran status, political ideology, gender identity, genetic information, or any other legally protected status. This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfer, and social/recreational programs.

To Apply

Submit cover letter and resume by email to Jaclyn Gault, Senior Operations Manager, at jobs@transportationchoices.org; indicate “Advocacy Director” in the subject line. No phone calls please.

Applications accepted until May 16, 2021