



Job Posting for National Campaign Director (Washington D.C. area)

- Contract staff position
- Competitive salary commensurate with experience

America Walks is seeking an energetic, innovative and skilled individual for a leadership-level position to help build both the walking movement and the growing organization. This staff position will work up to full time, funding dependent, but will likely start at approximately 25 hours per week with the goal of helping us secure funding to make this a full-time position.

America Walks is a nonprofit national organization building a diverse and powerful coalition to be a strong voice to advancing and protecting walking at the national level; America Walks also implements game-changing local campaigns with national and local partner organizations. The mission of America Walks is to make America a great place for walking by working collaboratively to share knowledge, advance policies and implement effective campaigns to promote safe, convenient and accessible walking conditions for all. Please visit our website at www.americawalks.org for more information about us.

Overview of Position

The Campaign Director will be located in the Washington D.C. metro area, heading up our work to build support for and advance walking policy initiatives and goals, at the federal, state and local levels.

The Campaign Director will be the primary lead on federal governmental affairs and the primary point of contact for federal administrative agencies and Congressional offices. The Campaign Director will work directly with the America Walks Steering Committee, key partners such as the Rails-to-Trails Conservancy, America Bikes, and the Safe Routes to School National Partnership, and continue to expand our national coalition partnerships. S/he will provide leadership and support in finalizing and implementing our State and Local Walking Action Plan. This person will report to the Executive Director (based in Portland, Oregon) and work directly with a national Board of Directors to build organizational capacity and financial support.

The Campaign Director is a leadership position within America Walks. Successful candidates will be motivated and confident professionals that can help build the organization and grow support for walking among organizations and individuals. Our ideal candidate has strong experience in political strategy, legislative advocacy, and coalition development. With limited daily oversight, s/he will have the ability to work efficiently and adapt to rapidly evolving political climates.

Advance a Walkability Agenda

- Advocate for walking measures – represent America Walks to the federal Executive and Legislative branches, including members of Congress and administrative agencies. Our advocate will work with partner organizations to meet with members of Congress, staff, and administration officials to educate, collect information, make the case, and build support for walkability and transportation choices.

- Develop and implement a campaign strategy – look for and generate opportunities to advance our federal policy platform. Create a cohesive action plan that combines inside advocacy and outside pressure to build power and momentum for policy change.
- Build a diverse coalition – strengthen and grow our national steering committee and organizational and corporate partners to build a diverse and powerful coalition of interests.
- Build the case – make the case for our policy views by identifying key research statements, researching and/or securing resources to research and responding by writing reports and fact sheets, letters, presentations, testimony, and position papers.
- Educate the public – work with our team to develop compelling public message and the materials needed to convey the message.
- Become the walking advocacy expert – educate and update staff and partners on the facts and political progress of our walking program through briefings, meetings and written, phone and webinar communication.

Key Capacity Building Responsibilities Include

- Work with the Executive Director and Board to implement aspects of the organizations fundraising strategies, including securing foundation support and contracts to fund a full-time Campaign Director and staff growth to secure capacity to win lasting victories for walking in America.

Publicly Represent America Walks

- Advance America Walks' communication program through media events, news releases, and outreach to new media and blog writers.
- Promote America Walks to an external audience through conferences, webinars, and meetings.

Experience and Qualifications

- Commitment to the goal of advancing walking for people of ethnicities, ages, incomes, and abilities in America.
- Minimum four years of relevant professional experience post-college. Past work in political, policy, legal, journalistic, or government settings are critical. Advanced degrees, including a JD or masters in related fields are desired.
- History and experience in building coalitions.
- Excellent leadership and ability to work effectively with limited direct oversight.
- Strong written and communication skills.

To Apply

Send cover letter and resume to:

Email: jobs@americawalks.org

Include in subject line: Your name, Campaign Director

Position open immediately until filled.

Position posted on October 24, 2011