



SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP

SEEKING A NEW EXECUTIVE DIRECTOR

<http://saferoutespartnership.org/>

The Organization:

The Safe Routes to School National Partnership (National Partnership) was launched in 2005 and is a fast-growing network of more than 700 hundred organizations, government agencies, schools and professional groups working to set goals, share best practices, leverage infrastructure and program funding and advance policy change to help agencies that implement Safe Routes to School programs and policies.

The National Partnership's mission is to advance safe walking and bicycling to and from schools, and in daily life, to improve the health and well-being of America's children and to foster the creation of livable, sustainable communities. The long-term goal is to improve health, well-being and quality of life for all. The National Partnership gains public, political and corporate support through rigorous and fervent commitment to the work that leads to effective outcomes.

The organization's vision is to be the catalyst for the creation of safe, healthy and livable communities – urban, suburban and rural – throughout the United States. Schools are sited near the children they serve and are safe for children to walk and bicycle. Parents, school districts, local governments, police and community partners work together to ensure the safety of children on the trip to and from school. Children of all abilities, income levels and cultures have traffic safety skills and regularly choose to walk and bicycle. These shifts result in communities with less traffic congestion and air pollution as well as more physically active children and families.

The following “four pillars” are how the National Partnership achieves its mission and vision and are the core capabilities that enable the organization to achieve strategic and tactical plans, which change as goals are accomplished:

- ***Improve the quality of life for kids, families and communities:*** promote active, healthy lifestyles and safe infrastructure that supports walking and bicycling so whole communities can benefit, whether urban, suburban or rural;
- ***Advance policy change:*** actively engage decision-makers and influencers at national, state, regional and local levels to sustain and fund Safe Routes to School and advance policies that support physical activity, healthy community design, active transportation initiatives and infrastructure improvements, especially in underserved communities;
- ***Catalyze support for safe, active and healthy communities:*** inspire and encourage leadership for action in local communities; expand partner networks and foster collaboration with other organizations to achieve mutual goals and provide meaningful opportunities for participation; secure long-term resources for initiatives at local, state and national levels and ensure sustainability of the National Partnership.



- **Share deep expertise:** leverage expertise, core knowledge and research; collect and share best practices, policy knowledge, case studies and strategy by making information available on the web and through publications, webinars and coaching that demonstrates our national presence as well as state and local understanding.

The National Partnership has a number of key projects and programs that contribute to those pillars including, but not limited to: the “Fire Up Your Feet” program made possible in partnership with Kaiser Permanente; “Voices for Healthy Kids”, an initiative of the American Heart Association and Robert Wood Johnson Foundation to help all young people eat healthier foods and be more active; federal advocacy - the National Partnership works tirelessly to ensure that federal transportation funding and policies remain supportive of Safe Routes to School and active transportation; and, best-in-class technical assistance through regular webinars, publications and reports and individualized technical support and workshops.

The National Partnership is headquartered in Oakland, California but is a virtual organization with staff located across the country. The organization employs more than 20 people performing a variety of roles including policy, program and technical assistance managers. The current budget is approximately \$3m.

The organization is excited to seek a new Executive Director as the Founder, Deb Hubsmith, transitions to a Board role following a medical leave of absence.

<http://saferoutespartnership.org/about/contacts/deb>

This is a compelling opportunity to lead an award winning advocacy organization and the only national nonprofit organization with the capacity, depth of knowledge, network and strategic influence that connects transportation with safe, healthy community design to benefit kids, families and schools everywhere.

The Role:

Location: Virtual organization with Executive Director working out of home office. East Coast location preferred but open to other locations.

Reports to: Board of Directors

Overview:

- Work with the Board to provide leadership, strategic vision and direction to fulfill the National Partnerships’ mission and vision and take the organization to the next level of growth, development and impact.
- Provide visionary leadership working collaboratively with staff, at all levels throughout a virtual organization, to build on current programmatic and policy successes and meet new requirements for growth and sustainability.
- Work with diverse partners to deepen our advocacy and capacity-building work.
- Update and implement a diversified funding plan with specific milestones necessary for accomplishment including foundations, individual donors, corporate sponsors and government sources.
- As primary spokesperson, speak in an informed way about the National Partnership, equity and healthy community design; bring the message to diverse audiences.



Key Responsibilities:

Vision, Mission, Strategy & Execution

- Work with the Board in the strategic planning process and assessing the current business model to ensure the long-term sustainability and increased impact of the National Partnership.
- Partner closely with the Founder capitalizing on her deep institutional knowledge, content expertise and relationships with key stakeholders.
- Work collaboratively with the Board and staff to expand the organization's reach across new geographies and expand partnerships to create new programs/initiatives and increase awareness about healthy communities.
- Maintain the interconnectedness between local, regional, statewide and national work; continue to foster a holistic view of our work with a strong focus on equity.
- Nurture and leverage the positive relationships the National Partnership has with their strong partners in the field, funders and the communities they work in.
- Foster and maintain an organization-wide enthusiastic atmosphere that is consistent with the vision, values and mission of the National Partnership.

Fundraising

- Lead efforts to develop a diversified, multi-year development plan and oversee its implementation.
- Partner with the board and senior staff to develop a geographically-focused fundraising strategy in areas of the country where the National Partnership does not currently have relationships.
- Identify and cultivate new relationships with foundations, individual and major donors, corporate sponsors, contracting agencies and government sources, with specific milestones necessary for accomplishment.
- Set benchmarks, supervise and evaluate all short-term and long-term fundraising efforts employing diverse strategies for resource development.

Board Relations

- Grow, feed and nurture a newly formed but growing Board of Directors who are geographically dispersed across the country; continue to develop a board culture of collaboration, engagement and contribution.
- Act as liaison to Board and provide staff support to the Board; attend Board meetings and actively participate in board committees as needed.
- Support ongoing board development including leadership on the recruitment of board members who reflect the populations the National Partnership serves.
- Provide information and guidance to the Board in order to maintain awareness of organizational and community needs, and facilitate informed decision-making.

Policy, Advocacy and Communications with Key Stakeholders

- Serve as key spokesperson for the National Partnership representing the organization to external constituencies, providing inspirational leadership to the field, continued relationship building with all partners and developing new relationships with partners in untapped geographies or domains.
- Capitalize on the groundswell of interest in the Safe Routes to School program, related active transportation aspects connected to this work and how this intersects with land use and equity policies.
- Engage new partnerships in different domains and sectors of communities that connect health, wellness, transportation and connectivity.
- Integrate policy, program and knowledge gained through current work and share this with agencies, policymakers, influencers at all levels and thought leaders across the country.



- Publicize and promote the mission of the National Partnership; continue to build coalitions and oversee the coordination of lobbying initiatives at regional, state and national levels to effectively engage all constituents in influencing public policy makers on issues of importance to the National Partnership.
- Oversee the development of a strategic communications plan in order to enhance agency visibility and bring the message to diverse audiences utilizing a variety of outlets including social media.

Program Development, Planning, Delivery and Evaluation

- Oversee the development and implementation of a successful strategy for high-quality program and product delivery and field building while consistently thinking about alignment, impact and organizational sustainability.
- Lead long-range program planning efforts with the input of the National Partnership staff and board as well as consideration from key partners and funders.
- Develop and implement quality assurance and program evaluation protocols, processes and metrics.
- Secure consistent stakeholder feedback on all program, product, technical assistance and policy and advocacy efforts.

Organizational and Team Leadership

- Manage the daily operation of the organization; oversee all aspects of the National Partnership's programs and finances to achieve stated goals and objectives while ensuring compliance and adherence with financial policies and procedures, maintaining internal fiscal control and monitoring the annual budget.
- Work with the Finance Committee and Board of Directors to ensure that they are informed of the fiscal status of the agency in a timely and effective manner.
- In response to shifts in government funding, work with the Board and the CFO in developing a new business model that takes into consideration additional fund development strategies.
- Provide consistent developmental support and guidance to a dedicated, passionate and high-performing staff to ensure that they have the tools, skills and information necessary to carry out their work at the highest levels.
- Promote a highly encouraging and collaborative culture that values frequent and transparent communication across all offices.

Candidate Profile:

Professional Experience

- A minimum of 10+ years of progressively responsible senior management experience preferably in a similarly sized virtual or multi-site organization as an Executive Director.
- A track record of success in one of the following sectors would be interesting to the organization: health, urban design and planning, active transportation, economic and community development/engagement, working with disadvantaged communities and issues of equity, environmental health/climate change, education and healthy communities.
- Experience working in a national or local place-based change effort where issues of social equity are front and center.
- A track record of developing new business or funding models and taking an organization to the next level of growth and change; preparing and executing strategic plans, maintaining strong ties with current funders, partners and thought leaders in the field, and building visible and innovative partnerships locally, regionally and nationally.
- Skilled at significant and sophisticated fund development from various sources including foundations, individual and major donors, corporate sponsorships, contracting and government agencies.



- Superior people management and leadership skills; broadband cultural competency; evidence of leading through change with positive outcomes; comfortable delegating and empowering a talented and motivated staff in a virtual environment.
- Demonstrated experience in developing and monitoring budgets; ability to work effectively with a highly capable CFO; comfortable being a steward of the organization's assets.

Personal Attributes

- Mission driven and passionate about improving the health and well-being of America's children and fostering the creation of livable, sustainable communities.
- Visionary who see trends and anticipates opportunities before they are obvious.
- Excellent relationship building skills with an ability to communicate and work effectively with a variety of internal and external stakeholders. Has a broad and deep network.
- Dynamic public speaker who can be an ambassador for the organization.
- Ability to lead, engage, inspire, coach and mentor staff across a virtual organization.
- Excellent verbal, written and presentation skills with the ability to relate well at all levels across a virtual organization and externally.
- Sense of humor and the personal qualities of integrity, credibility, creativity and entrepreneurial spirit.

Education:

- Minimum Bachelor's degree; ideally with an MBA or Master's degree in a related field preferred.

Travel:

- Ability to travel as required (currently anticipate 18-24 trips per year including some weekends)

The National Partnership is an Equal Opportunity Employer. Personnel are chosen on the basis of ability without regard to race, color, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law.

How to Apply:

If you or someone in your network is interested in exploring this opportunity, please send your resume and a cover letter to:

Janet Albert - Partner, Bridge Partners LLC
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