



**Job Title:** Policy Director

**Department:** Policy

**Supervisor:** Sarah Clark Stuart

**Status:** Exempt, Full Time

**Salary:** \$70,000+ *with medical benefits, employer matched 401k and generous PTO, vacation time and holidays off*

### **WHO WE ARE LOOKING FOR**

The Policy Director is responsible for leading and executing BCGP's advocacy campaigns and will join BCGP at a critical time where the coalition is reflecting on our core values and undergoing an extensive strategic planning process with external consultants to center equity in our work across the organization. They will play an important role in advocating for high quality bike lane infrastructure, Vision Zero policies, complete streets policies, traffic calming and equitable access to safe transportation modes.

They will work closely with partner organizations and build relationships with other city and regional organizations to further BCGP's reach. They must represent the organization with a high level of professionalism, organization, and attention to relationship building.

The Policy Director will supervise the policy team, leading internal meetings focusing on both City and Regional work relating to bicycle infrastructure, trails, vision zero and equitable access. The director will also lead rotating interns and fellows.

The Policy Director will be responsible for BCGP's government relations. They manage the production of policy reports to be disseminated to lawmakers and partners, and represent the Bicycle Coalition in partner meetings, in the media, and public fora.

The Policy Director reports to the Executive Director. This position will collaborate with the Development team on organizational brand and communications. The Policy Director is additionally responsible for managing policy news items, including blog posts and the Twitter feed.

The ideal candidate is a well-organized, detail-oriented, and resourceful individual with strong communication skills who enjoys a workplace that is fast-paced and varied. The Policy Director must be able to communicate effectively both verbally and in writing to help the organization to achieve its goals.

## **KEY DUTIES & RESPONSIBILITIES**

### ***Strategic Planning & Equity-Centered Policy***

BCGP is currently undergoing a strategic planning process to re-evaluate our work and envision future work that explicitly centers equity, with particular attention to racial and economic equity across the region. We are looking for a candidate that is interested in joining us in this reflection, visioning and action planning process that will include:

1. Defining organization-wide principles of equity and applying them to our bicycle and transportation campaigns.
2. Analyzing *the goals* of our current policy campaigns and priorities and re-prioritizing campaigns based on equity.
3. Analyzing *how* we engage in policy and advocacy work.
4. Envision and implement future equity-centered campaigns and priorities.

### ***Current Policy Campaigns***

1. Philadelphia transportation advocacy - primarily responsible for advocating for the City's progress toward building its High Quality Bike Lane Network, Vision Zero Action Plan and policy-related measurables of BCGP's Strategic Plan.
2. Design and oversee strategic campaigns to ensure installation of protected bike lanes and conventional lanes; implementation of maintenance policies (refreshing lanes, replace delineator posts; snow removal); reduce illegal parking in bike lanes; expand bike parking; remove abandoned bicycles; increase access to traffic calming measures; expand bikes on transit.
3. Design and oversee proactive and defensive legislative campaigns in Phila City Council and State Legislature.
4. Design and implement key mayoral platform campaigns
5. Represent BCGP in relationships with oTIS, Streets, MDO, PPD, PPA, SEPTA.
6. Support and report to Families for Safe Streets leadership on legislative goals.

### ***Communications and Events***

1. Lead, plan and manage programs and speakers for the annual Vision Zero Conference and related policy events.
2. Represent BCGP positions to elected officials, including testimony at City Council and in neighborhood RCO meetings.
3. Write issue papers, testimony, position letters and candidate surveys.
4. Blog about policy issues.
5. Communicate about policy issues via social media accounts, especially Twitter, and collaborate with Marketing and Communications Manager on policy events.
6. Respond to media inquiries
7. Review and respond to constituent concerns/issues concerning infrastructure or policies
8. Review bike/ped facility design plans
9. Bring infrastructure defects and enforcement issues to city agency attention for resolution.
10. Organize Families for Safe Streets Greater Philadelphia and lead monthly meetings
11. Prepare powerpoints and give presentations when requested.

### ***Administrative/Management Duties***

1. Lead Policy team meetings

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2. Prepare analysis and track city budgets, city council legislation & state legislation.
3. Write grant applications and reports, when needed.
4. Ensure Salesforce campaigns and records are maintained for all policy related advocacy to satisfy impact tracking
5. Lead policy team, including regional manager, research manager, organizers, volunteers, and interns
6. Help create long-term goals for team and for Coalition as a whole, alongside directors and managers
7. Oversee individuals on policy team and help set benchmarks for short-term goals
8. Edit policy news items written by staff
9. Work as a team member with other Directors on organizational management.

### **Knowledge, Skills, and Abilities**

1. Understand BCGP's mission, vision, values, programs and services, social media and strategic plan. Ability to articulate, promote and model the organizational mission, vision and programmatic goals, and strategic plan.
2. Ability to tailor messaging and communicate effectively with staff, community members, other non-profits, employers, government, donors etc.
3. Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of co-workers, external business partners, and the community.
4. Ability to operate a computer and use a variety of common software programs including Salesforce, Microsoft Office, design software, and social media platforms.
5. Familiarity with principles of equity as it relates to race, class, and other identities in the Philadelphia and regional context.
6. Strong written and verbal communication skills and effectively communicate with individuals and groups using social media, especially Twitter for policy related advocacy.
7. Ability to effectively manage competing priorities and multiple tasks.
8. Ability to use computers and other technology for development of new forms of communication to further the organization's vision and development initiatives.

### **QUALIFICATIONS**

- Bachelor's degree with multiple years of experience required and Masters degree in planning, urban studies or related field is preferred.
- A minimum of three years of experience managing programs, supervising staff, policy development, project management, and planning initiatives.
- We welcome and encourage applicants with non-traditional career paths. If you don't exactly meet the qualifications outlined here, please apply and describe in your cover letter how your own experiences equip you to excel in this position.
- **Individuals who identify as Black, Indigenous, or Person of Color are strongly encouraged to apply.**

## HOW TO APPLY

All interested candidates should send the following to [search@bicyclecoalition.org](mailto:search@bicyclecoalition.org)

- An up-to-date resume (no longer than 2 pages).
- A 1-page cover letter explaining why you are interested in working at BCGP and what makes you a good fit specifically for the Policy Director role. Be sure to relay your story in addition to your professional attributes.
- Three professional references.
- Clearances will be requested as the hiring process proceeds.
- Email subject should read: “[last name] Policy Director Application”.
- Applications will be accepted and reviewed on a rolling basis and **applications received by January 21, 2022 will be prioritized.**

We thank all applicants; we will contact only those selected for an interview.

*The Bicycle Coalition is committed to building a staff that matches the diversity of the communities we serve, and strongly encourages individuals who identify as Black, Indigenous, or Person of Color to apply. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.*