



formerly the Transportation and Land Use Coalition (TALC)

## **JOB ANNOUNCEMENT**

*California Field Organizer (Temporary, Exempt)*

TransForm (formerly TALC, the Transportation and Land Use Coalition) is a dynamic and growing non-profit organization based in Oakland. TransForm is nationally recognized for our work to create world-class public transportation and walkable communities in the Bay Area and beyond. We build diverse coalitions, influence policy, and develop innovative programs to improve the lives of all people and protect the environment. Learn more at [www.TransFormCA.org](http://www.TransFormCA.org).

TransForm seeks a smart and motivated individual to grow a diverse state coalition and field operation as part of a national campaign to reform federal transportation policy. The California Field Organizer will direct the day to day expansion of a diverse coalition of prominent state and local organizations working in key regions of California to influence the upcoming federal transportation bill.

We offer a friendly, fast-paced work environment with a staff focused on making positive change in the world.

### ***Background***

In 2009, Congress and the Obama administration will face the expiration of the current \$286 billion national transportation program. Work is now beginning to reauthorize this six-year transportation program. If done well this federal legislation can be critical in our effort to improve our communities and fight climate change locally, in California, and throughout our country for decades to come.

TransForm is partnering with Transportation for America, a diverse coalition of groups working to ensure federal legislation will help meet critical environmental, social and economic goals, on their nationwide campaign to reform federal transportation funding and policy.

TransForm is hiring a California Field Organizer, to be housed in TransForm's offices in Oakland, CA. This will be a member of the TransForm staff. The California Field Organizer will report to the Transportation for America Campaign Outreach and Field Director in Washington DC. The California Field Organizer will work closely with TransForm's transportation program director and the existing California coalition to expand the coalition, build leadership, and meet local capacity building goals. The California Field Organizer will also work closely with the Transportation for America Legislative and Communications teams.

The applicant must be a dynamic individual, prepared to speak to audiences, and work with the California coalition to organize both grassroots and grassroots events for NGOs, business leaders, and elected officials.

## ***Key Responsibilities***

- Provide assistance with local education and outreach efforts of CA groups.
- Develop tools and materials (in coordination with other local coalition partners and other campaign teams) to engage in advocacy and media efforts in an expanding role over the course of the campaign.
- Build a powerful field operation consisting of “grasstops” supporters—for the campaign. This will include leaders from the local business community, local and state environmental and social justice organizations, union leaders, real estate sector, public health groups, elected officials and others.
- Work with statewide coalition partners to build capacity for organizing, advocacy and messaging.
- Build the capacity of local and state campaign partners to engage with state and federal leaders on transportation and other related policies.

## ***Qualifications***

This position requires a self-motivated and detail-oriented person with excellent organizational skills. The candidate must have excellent written and oral communication and interpersonal skills, and be able to work independently with minimal supervision.

- Interest in transportation issues, or related areas.
- Experience organizing with a political campaign is a MUST. Work with bicyclists, pedestrian, transit, union, business, rural, aging, or political organizing an asset.
- A minimum of four years management experience in organizing or on campaigns.
- Knowledge of California communities and politics and campaign experience in California strongly preferred.
- Demonstrated ability to work independently and meet deliverables and deadlines, and show measurable results, with willingness to be part of a team working towards a common goal.
- Available for travel on a frequent basis throughout California and to Washington DC.
- Strong communication and writing skills and a demonstrated ability to work with diverse communities and audiences.
- Ability to build and maintain relationships and coalitions through internet, in person and by phone.

## ***Compensation and Benefits***

This is a full-time exempt, grant-funded position that will last 10 -20 months. Salary is commensurate with experience and highly competitive with other non-profits. Compensation includes health and dental insurance, plus generous vacation time. TransForm also administers an employee contribution 403(b) retirement plan and contributes to the Commuter Check program. We offer a friendly, fast-paced, flexible work environment. Our staff is focused on making positive change in the world and supports and celebrates diversity. TransForm is an equal opportunity employer. People of color and women are strongly encouraged to apply.

## ***How to Apply***

Please email, mail, or fax a short, descriptive cover letter, and your resume, along with a short writing sample and 3 references to [FieldOrganizer@TransFormCA.org](mailto:FieldOrganizer@TransFormCA.org) 436 14<sup>th</sup> St., Suite 600, Oakland CA 94618. If emailing, please submit your cover letter and references as text within the body of the email and attach your resume and writing sample.

Within your cover letter, please respond to the following questions, in this order:

- 1) Describe your experience managing a successful campaign, including the goals and the outcomes.
- 2) Describe two strategies that you have used to build a diverse coalition.

Interviews will be held on a rolling basis.

To learn more about TransForm, visit [www.TransformCA.org](http://www.TransformCA.org).

To find out more about Transportation for America visit [www.t4america.org](http://www.t4america.org).