



## **CO-EXECUTIVE DIRECTORS SEARCH**

After a six-month process whereby we assessed our strengths, structures and strategic direction, The Washington Bus is excited to announce that we have made the intentional decision to move from a hierarchical leadership structure to a shared management model as a way of elevating young professionals to take on significant leadership roles in today's non-profit organizations. The Washington Bus therefore is seeking their next strategic and creative Co-Executive Directors – The Co-Executive Director for Operations and Development and the Co-Executive Director for Policy and Program – to shape, inspire, and manage the organization's future in collaboration with one another, a talented staff team and a deeply committed Board of Directors.

To lead the Washington Bus is to be at the forefront of moving our political process into a more inclusive and equitable space. The Bus drives up to the edges of the known civic engagement map, and then goes beyond. The Co-Executive Directors must navigate and thrive under these dynamics and be fully committed to steering the Bus into the decade ahead. In addition, they must have a track record of implementing anti-racist practices and working to undo institutional racism in our political structures. This is an incredible opportunity for two talented leaders to mesh their skills together in a way that brings out the best in one another and pushes the Washington Bus to excellence.

### **Co-Executive Director for Operations and Development (DOD)**

This new co-director role will be responsible for working closely with the board of directors to set overall fundraising and communications strategies for the organization. The DOD will also be primarily responsible for developing partnerships with funders – corporate, foundations, individual major donors, and have their own portfolio of major donors to steward. The DOD will be responsible for overall budget development, general operations and financial management of the organization and work collaboratively with the DPP to ensure the organization is achieving its overall goals and objectives. The DOD will report directly to the Board of Directors. This is a full-time exempt position.

### **Co-Executive Director for Policy and Program (DPP)**

This new co-director role will be the primary external face of the organization as it pertains to policy, program and community partnerships. The DPP will be responsible for developing the overall strategies for the program side of the organization and ensuring the metrics necessary to accomplish the overall goals of the organization are being met. The DPP will develop collaborative partnerships with organizations in similar spaces to achieve mutual goals and move strategies forward. The DPP will work collaboratively with the DOD to ensure fundraising needs are clearly articulated and the budget is reflective of the program needs and policy initiatives in any given year. The DPP will also have a portfolio of major donors to steward and will report directly to the Board of Directors. This is a full-time exempt position.

The DOD and the DPP will need to have a symbiotic relationship with one another, working closely and collaboratively at all times for the betterment of the organization. They will need to use their unique skillsets to ensure that the C3 and C4 boards and staff are aligned and the goals of the organization are met at the highest levels. These are dynamic, fast-paced roles that continue to evolve alongside our organization and team. No two days will be alike, and the work will range from big picture to granular details.

## ABOUT THE WASHINGTON BUS

Founded in 2007, The Washington Bus is a statewide movement building organization that engages young people in the civic process. We focus our resources on empowering young people of color, LGBTQ youth, first generation college students, and young people from working class and immigrant communities. We activate our generation through education, civic participation, and hands-on democracy, and work to put the young people most often excluded from the political process at its center.

## VISION

The Bus is committed to creating an equitable Washington State, where the voices of all young people are valued, and we are all able to make an equal impact in our community.

## VALUES

We strive to remove barriers to political participation so that our generation has the capacity and opportunity to realize our full potential.

We believe that when our politics is inclusive, our democracy is strengthened. By engaging and empowering leaders who reflect the diversity of our generation, we are working to ensure that all people benefit from the full power of our democracy.

## BUS FACTS

- The Bus is comprised of a 501 C(3) – The Washington Bus Education Fund, a 501 C(4) – The Washington Bus, supporting education and advocacy, and a Political Action Committee
- The Bus has a dedicated staff of 5 plus the 2 Co-Eds
- The 2019 Annual Operating Budget is \$650,000 – split 70/30 between the C3 and C4
- Since our inception in 2007, we have registered over 70,000 young people to vote and consistently have higher than average turnout rates at the polls through our effective GOTV (Get Out the Vote) program
- We have graduated 181 young adults (18 – 24) through our 10-week Fellowship Program, many of whom have gone on to work directly in politics
- The Bus has played a substantial role in the passage of major legislative wins at city, county and state levels including:
  - No on 1033 (WA State)
  - Yakima School Bond (Yakima)
  - Referendum 74 United for Marriage (WA State)
  - SeaTac \$15 Minimum Wage (SeaTac)
  - Prop 1 Parks for All (Seattle),
  - I-594 WA Alliance for Gun Responsibility (WA State)
  - WA Won't Discriminate (WA State)
  - De-Escalate WA (WA State)
  - Sugary Beverage Tax (Seattle)
  - Washington Voting Justice - Same Day & Automatic Voter Registration as well as Pre-Registration of 16 & 17-year olds (WA State)



## **CHALLENGES AND OPPORTUNITIES**

The Washington Bus is about to celebrate its' 13<sup>th</sup> year of existence and is excited to bring on new leadership to take the organization into the next decade and beyond – building on our past successes and ensuring more wins into the future; truly changing the face of democracy in the State of Washington to be more reflective of the young people in our universe. Our overhead budget for 2020 will be larger than in the past as we are holding time and space for these leaders to take us in a renewed direction as an organization. We are grateful for the support of current funders supporting our programmatic work and excited to see what our future holds with these new leaders as they and our staff build what is to come.

### **LONG-TERM SUSTAINABILITY**

One of the greatest challenges facing the nonprofit sector is developing sustainable funding models. While the Washington Bus was recently awarded a significant 5-year funding commitment for our core programming, we also need to increase the budget and funding streams for the Bus. Stewarding of current donors and creating relationships that bring in new resources coupled with creativity, entrepreneurial spirit, and calculated risk-taking, will all be required of the Co-ED for Operations and Development to realize the potential of The Bus and ensure it has the ongoing resources necessary to thrive and improve its leadership role in civic youth activism and engagement.

### **POLITICAL LANDSCAPE**

We are at a critical and exciting time in political history and there is much at stake as we move into 2020. Not only could Washington's early primary make an impact in the Presidential primary, but major state elections will also be front and center and it will be imperative that young people get out to vote in unprecedented numbers. In addition, ensuring that the 2020 Census has the most complete count of those that have traditionally been undercounted will be critical. The Washington Bus is leading the charge to educate young people about the importance of the Census and the impact they can have by helping their families respond to it. The Co-ED for Policy and Program will play a significant role in the strategy development for all of these as well as other activities necessary to be a leader in this space.

### **COMMUNITY PARTNERSHIPS**

The Washington Bus is part of a number of key political coalitions. Now is the time for The Bus to take a leadership role in developing a new Youth Table that will bring together a myriad of youth-based civic minded organizations to work together on behalf of young people in our state. The Co-ED leadership team will understand how best to approach this opportunity to strengthen the role of the Washington Bus and provide a platform for youth-led organizations to have the voice they deserve.

### **STRATEGIC PLANNING IMPLEMENTATION**

The Board of Directors of the Washington Bus is developing a strategic plan that has as its catalyst, goals the organization hopes to achieve by the year 2030. Crafting a set of long-term vision statements that will guide the Bus over the next 10 years is in process. These statements will provide a solid framework from which the Co-Executive Directors will set the strategic direction of the Bus bringing their collective visions to life. They will work to ensure the Bus becomes a statewide organization, programmatic capacity is increased and the staff and budget grows exponentially to achieve success.

## **CO-EXECUTIVE DIRECTOR RESPONSIBILITIES**

The Co-Executive Directors will both be responsible for:

### **ORGANIZATIONAL HEALTH**

- Exhibiting a passion for and dedication to the advancement of the Washington Bus's mission and the young people it exists to serve
- Fostering shared leadership, inclusive and positive relationships between the board, staff, organization stakeholders and donors
- Thinking systemically to identify and address changes and trends in the community
- Ensuring the Bus has the human, financial, and operational resources to fulfill its mission
- Championing a commitment to advancing social justice and diversity, equity, and inclusion in the workplace

### **TEAM LEADERSHIP AND DEVELOPMENT**

- Cultivating a climate that invites and inspires top quality staff and volunteers from diverse back-grounds; providing the platform and support for them to authentically lead in our community
- Modeling and ensuring an inclusive, welcoming, and inspiring organizational culture aligned with our values
- Providing mentoring, professional development and performance management of staff
- Ensuring there is a sound organizational structure aligned with the Bus's priorities of equity and inclusion

### **BOARD OF DIRECTORS**

- Cultivating a board of directors that reflects the diversity of community we wish to serve – especially people of color and LGBTQ people
- Managing the board of directors to ensure they are meaningfully engaging on overall programming and policy strategy, organizational health and fundraising
- Serving as conduits between the two boards and the staff, volunteers, and organizational stakeholders
- Supporting a complex board structure and providing board members with information, counsel, and tools needed to govern and support the organization in a meaningful way
- Working with the board to developing annual operational, fundraising and programmatic priorities that are aligned with the Young Adult Agenda and the Year 2030 overarching goals and objectives

In addition to the above shared responsibilities, each Co-ED will have a set of individual responsibilities, neither of which represent an exhaustive list but are reflective of the overall work:

## **Co-Executive Director for Operations and Development (DOD) Key Responsibilities**

### **FUNDRAISING AND COMMUNITY RELATIONS**

- Develop overall fundraising strategy in collaboration with development team and fundraising committee that is aligned with programming and policy goals to ensure both long-term and short-term impacts achieved
- Build and cultivate new, and steward existing, relationships with major donors and funding partners, building trust, communicating regularly, and collaborating to move our objectives forward
- Engage the Board in joyful fundraising activities
- Direct supervision of Development Director and other communications staff and/or consultants

### **COMMUNICATIONS**

- Create a plan to audit the organization's communications efforts including branding, messaging, target audiences, and platforms.
- Align the organization's communications strategy with the organization's theory of change
- Devise a plan to prioritize and delegate communication strategy and implementation to key staff and outside consultants as necessary.
- Establish feedback loops to analyze the effectiveness of communications strategy and tactics.

### **OPERATIONS AND FISCAL MANAGEMENT**

- Develop the annual budget in partnership with DPP, staff and the Board
- Oversee the financial performance of the Bus, in partnership with the Board
- Ensure compliance with all applicable federal, state and local regulations
- Direct supervision of the Operations Manager
- Staffing of Executive Committee and Finance and Operations Committee

## **Qualifications for Co-Executive Director for Operations and Development (DOD)**

### **EXPERIENCE**

A minimum of seven years of experience, preferably in the non-profit sector, with demonstrable success as a steward of responsible fundraising and organization-building.

### **LEADERSHIP AND MANAGEMENT**

Demonstrable understanding of a collaborative and transparent model for leading and managing and working with people at all levels; creative use of limited fiscal resources and familiarity with human resources; strong interpersonal skills that motivate and lead staff, volunteers, the funder base and the board. Able to inspire and empower.

### **FINANCE**

Executive experience in the nonprofit sector with budgeting processes of planning, rigorous review, developing and implementing annual budget goals for a \$500,00 + operating budget and effectively executing against them. Experience with 501(c)3, 501(c)4 and PAC compliance.

### **FUNDRAISING**

Excellent relationship builder and networker who can catalyze participation and investment from a wide array of funding partners ranging from individual donors, foundations, and corporations. A solid track record in developing and executing strategies for annual fundraising campaigns as well as grant writing experience; a record of actively soliciting funds and inspiring donors to contribute.

## **EDUCATION**

A bachelor's degree, especially in a related field is ideal; life experiences in lieu of formal education works for us too.

## **PASSION AND COMMITMENT**

Passion, energy, and drive for the Washington Bus mission and a profound belief in the ability of young people to make a positive difference in Washington's political world.

## **COLLABORATION**

Highly collaborative, with a willingness and ability to be adaptable, flexible and recognize when compromise is necessary for the betterment of the organization.

## **STRATEGIC PRIORITIZING AND PLANNING**

Organization and management skills for the details of the day-to-day running of the business as well as strategic thinking about the organization; clear thinking for prioritizing and leading staff and initiatives to fruition.

## **COMMUNICATIONS**

Demonstrable ability in managing complex organizational and communications priorities. Strong written and oral communication skills – the ability to speak eloquently one-on-one or in front of hundreds, communicating effectively with diverse audiences. History of creating and implementing effective communications plans that increase awareness of and engagement with the agency.

## **NICE TO HAVE:**

- Experience in strategic communications, marketing or public relations
- Experience serving as a mentor to young people; an understanding of the impact this investment can make in their lives
- Local knowledge and connections in Washington state, especially with institutional and corporate funders
- Familiarity with EveryAction or other donor databases

## **COMPENSATION**

Compensation for each position is \$75,000 - \$85,000 DOE annually. These are full-time exempt positions. The Washington Bus also offers a comprehensive benefits package, including 100% employer paid medical, dental, and vision coverage for employees, an ORCA pass, generous paid time-off (24 days, plus 13 holidays), and a flexible work environment with opportunities for professional development.

## **HOW TO APPLY**

The Washington Bus seeks to cultivate a diverse and inclusive workplace. Candidates who represent the diversity and lived experiences of communities with which we work are strongly encouraged to apply.

- Please submit a resume and cover letter indicating to which of the two positions you are applying – Co-Executive Director for Operations and Development or Co-Executive Director for Policy and Program. Applications will be reviewed on a rolling basis, and priority consideration will be given to all letters and resumes received by **5 PM November 11, 2019**.
- Cover letters should be no more than 2 pages in length. In your cover letter, please share how your professional interests and passions specifically correlate to the mission and purpose of the Washington Bus. Please also answer the following questions: *Why the Bus? Why now?*

- All applications must be submitted via email, in PDF format (cover letter and resume combined into one document) and emailed to: [EDjobs@washingtonbus.org](mailto:EDjobs@washingtonbus.org)
- Those moving forward in the process will be asked to provide three references – at least two of which must be professional ones.

All applications will be given serious consideration. Applications will be acknowledged via an email receipt and will be held confidentially within the Search Committee. Interviews for the positions will be conducted in November and early December 2019; we anticipate hiring decisions will be made shortly thereafter with positions starting in early 2020.

*These job descriptions do not constitute a written or implied contract of employment. The Washington Bus reserves the right to revise or change job duties and responsibilities as the need arises. The Washington Bus is an Equal Employment Opportunity Employer and values diverse perspectives, life experiences, and differences. We are committed to being equitable and fair in providing equal access to opportunities for all. The Washington Bus encourages people of all backgrounds to apply, including people of color, LGBTQ people, women, immigrants, people with disabilities and veterans. We believe that a diverse workforce and inclusive workplace culture enhances our ability to fulfill our mission.*



## **Co-Executive Director for Policy and Program (DPP) Key Responsibilities**

### **PROGRAM STRATEGY**

- Develop overall programming (C3 and C4) strategies for the organization to maximize youth political impact and youth leadership development, working closely with the DOD to ensure alignment with overall organizational strategy and philanthropy goals
- Drive the creation and implementation of programmatic and policy plans to ensure both long-term and short-term impacts achieved in areas of civic education, advocacy and outreach
- Support the board in the creation, facilitation and staffing of the program committee and any other committees that form which are connected to the policy and program side of the organization
- Direct supervision of all program team members

### **POLITICAL ADVOCACY**

- Identify political opportunities, and shape the Bus's advocacy and campaign priorities
- Develop overall advocacy and campaign strategies for the organization to ensure the Bus is at the forefront of policy development that aligns with the Young Adult Agenda
- Ensure implementation of the priorities espoused through the Young Adult Agenda each campaign cycle

### **PARTNERSHIPS**

- Build and cultivate strategic relationships with coalition partners, prominent political and community leaders, elected officials and other influential connectors
- Act as the organization's primary spokesperson (events, media, etc.)
- Serve as the organizational liaison at most coalition partner tables (i.e, OVC, WVJC, Win/Win)

### **FUNDRAISING**

- Willingness to participate fully in fundraising from individual donors, foundations, corporations, unions and others.
- Ability to work collaboratively with the Development Team on grant proposals providing clear workplan strategies, measurable goals and metrics necessary, as well as assisting with mid-year and annual reports to funders showing quantifiable successes.

## **Qualifications for Co-Executive Director for Policy and Program (DPP)**

### **EXPERIENCE**

A minimum of seven years of experience with demonstrable success creating, evolving and evaluating strategy, tactics, opportunities, challenges, inequities, and political and organizational context of one or more of the following: issue advocacy, grassroots organizing, progressive politics, civic engagement work, or within a similar field. Demonstrable experience with lobbying, writing legislation, participating in public comment/testifying, and policy implementation.

### **LEADERSHIP AND MANAGEMENT**

Demonstrable understanding of a collaborative and transparent model for leading and managing and working with people at all levels; managing multiple deadlines, ambiguity, and shifts in the political landscape. Ability to demonstrate an understanding of how power and privilege create barriers to access in our political system.

### **EDUCATION**

A bachelor's degree, especially in a related field is ideal; life experiences in lieu of formal education works for us too.



## **PASSION AND COMMITMENT**

Passion, energy, and drive for the Washington Bus mission and a profound belief in the ability of young people to make a positive difference in Washington's political world.

## **COLLABORATION**

Highly collaborative, with a willingness and ability to be adaptable, flexible and recognize when compromise is necessary for the betterment of the organization. Relationship builder and networker who can catalyze participation and investment from a wide array of partners ranging from youth, grassroots community organizers, labor, or elected officials.

## **PLANNING AND IMPLEMENTATION**

Strategic thinker and decision maker with a knack for planning, creating systems, and driving to results. Proven ability to translate complex and big ideas into appropriate, practical action.

## **COMMUNICATIONS**

Strong written and oral communication skills – the ability to speak eloquently one-on-one or in front of hundreds communicating effectively with diverse audiences.

## **NICE TO HAVE:**

- Experience serving as a mentor to young people; an understanding of the impact this investment can make in their lives
- Local knowledge and connections in Washington state, specifically in public policy and advocacy
- Experience using NGP/Voter Activation Network or other campaign databases

## **COMPENSATION**

Compensation for each position is \$75,000 - \$85,000 DOE annually. These are full-time exempt positions. The Washington Bus also offers a comprehensive benefits package, including 100% employer paid medical, dental, and vision coverage for employees, an ORCA pass, generous paid time-off (24 days, plus 13 holidays), and a flexible work environment with opportunities for professional development.

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