**Communications and Outreach Director**

**Position Details:** Full-time Salaried position with benefits

**Reports to:** CEO

**Salary range:**$55,000 – $70,000 depending on experience and qualifications

**About us:** Mobility Development Partners (MDP) supports the launch and growth of community-controlled shared mobility networks across the US. Our team works with cities, transit agencies, non-profits, and technology firms to develop programs that focus on service to disadvantaged communities. These range from carsharing to bikesharing, to volunteer transportation and ride-hailing.

Our team has raised over $80 million for our public and non-profit partners in the last five years towards innovative shared mobility projects. Part of our work is also to support the operations of the systems that we help to grow, particularly in small and mid-sized cities and rural communities where there is less private sector interest in providing service. We are structured as a social enterprise, with both non-profit and privately held components of our business model.

We have a transparent and collaborative work environment and an extremely committed team of 12 full time and 3 part time team members, with offices in New York, Chicago, and California.  We are growing very, very, fast for a small social enterprise.

**Position Background:** In 2018, the City of Los Angeles launched BlueLA, a first-of-its-kind Electric Vehicle Carsharing project focused on service to disadvantaged communities in Central LA. The program is operated by Bollore, which runs EV mobility networks in Paris, London, and Singapore. BlueLA has grown to 100 vehicles serving over 3,000 members in 40 locations, with 60% of participation coming from low-income households. BlueLA is planning a major expansion to grow the program to 300 vehicles at 100 locations, serving 16,000 members by 2023. This expansion is the initial impetus for this position, but the Communications

The City’s Department of Transportation (LADOT), with support from our team, has developed this program in partnership with a Steering Committee initially comprised of:

* the Koreatown Immigrant Workers Alliance (KIWA),
* the Salvadoran American Leadership and Educational Fund (SALEF),
* TRUST South LA

The Steering Committee guides program design and neighborhood outreach towards ensuring that the program supports the needs of LA’s low-income residents. As BlueLA expands, it will grow to also serve South and East LA, and the Steering Committee is expected to grow with it.

MDP serves as an intermediary between BlueLA, the City, and the Steering Committee to manage an expanding outreach program. We seek committed and well-qualified candidates for a Communications and Outreach Director to lead this work. This key position in a groundbreaking and nationally-recognized partnership provides the right candidate with the opportunity to produce tangible and transformative impacts on disadvantaged communities in Los Angeles.

In addition, the position will interface with MDP’s growing body of work around transportation equity nationally. Although this more general communications work will be secondary to the BlueLA work, this portfolio may grow as the position matures and will involve some travel.

**Position Overview:** This will be a full-time salaried position. The Communications and Outreach Director will champion community interests while facilitating dialogue between the Steering Committee, BlueLA, and various City departments and stakeholders. The Communications Director will report to Mobility Development’s CEO. The position will work closely with LADOT and be central to build out an office in Los Angeles.

MDP is looking for someone who is an excellent communicator and consensus builder with a track record in community outreach and/or community organizing, who understands the target community and can balance the need to grow the program and recruit members with the need to be deliberative in shaping the program through community participation. The right candidate will have excellent time management skills, be self-directed and passionate about their work.

**Responsibilities:** Specific to the BlueLA project, the Communications and Outreach Director will

1. Direct an intensive and ongoing outreach campaign through negotiation and execution of contracts with one or more community-based organizations (CBOs) who will provide a “Street Team” for outreach that complements BlueLA’s own marketing efforts**.**
2. Serve as facilitator to the Steering Committee (SC). Part of this work will be to grow the SC and negotiate new roles with each member.

**Execution of Outreach Plan (50% initially)**

* Procure and manage contract with CBO(s) to deliver program outreach
* Guide Street Team strategy and manage day-to-day activity and methods for outreach
* Coordinate calendar of outreach events and promotions with BlueLA and City of LA
* Plan, organize, and conduct community workshops around program expansion
* Facilitate community input to continually improve program design, inform station locations
* Support LADOT and BlueLA in outreach to businesses and community groups regarding new proposed and pending station locations
* Coordinate with BlueLA marketing manager on advertising and marketing campaigns
* Guide Street Team in supplementing outreach for LA Department of Water and Power’s low-income customer access program.

**Community Relations (25%)**

* Build relationships with SC members, other CBOs, City Council offices, business associations, and other community institutions in the project area and city-wide.
* Support LADOT, SC and MDP in championing growth of this program statewide.

**Organization-wide Communications and Outreach (25% initially)**– will include a variety of work with a central focus around disseminating MDPs approach to supporting equitable mobility networks. This may involve writing, public speaking, press interviews, and participation in public forums.

**Requirements:**

* An understanding of and commitment to transportation equity and environmental justice
* Outgoing personality, good listening and communication skills
* Enjoy meeting and spending time with people
* Good memory and attention to detail
* A least 3 years’ experience in outreach, community education or community organizing
* Familiarity with the history and cultures of immigrant communities and communities of color in Los Angeles, and particularly Latino/a immigrant communities
* Bachelor’s or advanced degree in marketing, urban planning, social work, community relations, or equivalent years of experience working in a related field is preferable.

**Desired Qualifications:**

* Native or near-native fluency in Spanish and English: listening, speaking, reading and writing. Ability to translate and interpret quickly and accurately (English <-> Spanish)
* Comfort with and experience in sales environment or retail communications
* Familiarity with the history, people, places, and institutions of diverse immigrant communities
* Familiarity with municipal government in Los Angeles, including decision-making processes, key local actors and institutions
* Ease and familiarity with computers, email, and social media, database management
* Knowledge of community organizing, media relations and L.A.’s political system
* Excellent oral and written communication skills
* Demonstrated commitment to diversity, equity, inclusion, and social justice
* Prior responsibility in sales and/or business operations

Applicants should send resume and cover letter to dispatch@mobilitydevelopment.org.

**This position will likely start in March 2021.**

*Mobility Development is committed to building and maintaining a diverse staff and a welcoming workplace. We encourage women, immigrants, people of color and LGBTQ applicants to apply.*