



# RIDE is looking for a bold leader to serve as President & CEO

## *Our vision is world class transit.*

Our mission is to promote safe, convenient and affordable transportation choices throughout the New Orleans region and Louisiana. We believe that alternative transportation modes, including walking, biking and public transit, are critical to the creation of vibrant, healthy and sustainable neighborhoods that encourage economic opportunities for all residents. Ride New Orleans is a 501(c)3 organization.

Through our Board of Directors, network of volunteers and strategic partnerships with government agencies, community groups and other organizations, RIDE is working to:

- Eliminate structural barriers to world class transit;
- Develop a culture of transit support and investment;
- Promote visionary transit projects; and
- Position Ride for long-term sustainability, growth & effectiveness as an advocacy and organizing leader.

## *Position Overview*

The President & CEO of RIDE is an agent of change who will develop cross-sector coalitions and partnerships to win advocacy campaigns that advance world class regional transit for greater New Orleans and beyond. This key position will be responsible for steering RIDE through a strategic expansion of services and geographic growth. The ideal candidate for the President & CEO position will demonstrate bold leadership, political savvy and proven fundraising and non-profit management experience. RIDE is seeking a bold leader that will:

- Reform government policies and practices to ensure that transit agencies are well-funded and -managed, conduct business openly and transparently, and advance responsive, coordinated and progressive public transportation;
- Grow an educated and engaged populace of businesses, public officials, riders and community members that understand the benefits of and support investment in public transportation;
- Make investment in long-range, transformative projects a public priority; and
- Create sustainable & diverse organizational funding streams that enable RIDE to achieve its full potential.



**To apply, submit a cover letter, resume & list of references to [jobs@rideneworleans.org](mailto:jobs@rideneworleans.org) by November 13, 2015.**

## Key Responsibilities

### 1) Fundraising + Fiscal Management

- Provide strategy & oversight to achieve balanced and sustainable revenue growth for the organization from philanthropy, corporate and individual donors.
- Cultivate new donors & provide stewardship of existing donors. Maintain focus on cultivation of appropriate and strategic growth opportunities.
- Develop organizational budget with the Board Internal Affairs committee, and monitor all income and expenses.
- Act with fiscal responsibility - in accordance with all regulatory bodies - to advance our vision, mission and strategic goals.

### 2) Political + Advocacy Leadership

- Exercise political savvy & instincts sharp enough to navigate and establish productive relationships across a broad and senior landscape of critical stakeholders.
- Develop & advance well-thought out campaigns cautiously and confidently adapting nimbly to changing circumstances and political realities.
- Employ strategic messaging & productive communications to support advocacy campaigns & relationship development.
- Represent RIDE at conferences, convenings, public meetings, & with the press.

### 3) Strategic Organizational Growth and Board Development

- Lead RIDE's expansion into new urban markets, developing a new organizational infrastructure to nurture staff and new leaders.
- Develop & implement a comprehensive marketing & communications plan.
- Support & engage the Board in comprehensive organizational development.
- Manage & support staff to realize full potential.
- Grow & support Policy Committee composed of transit enthusiasts and experts to develop research and policy analysis and recommendations.
- Nurture growth of Coalition for Quality Transit to include new cross-sector, inter-parish partners.

### 4) Technical Knowledge

- Develop & maintain familiarity with best practices in transit planning, operations, funding, capital financing, and governance.
- Contribute technical guidance to advisory committees, councils, & other forums.

### 5) Program Development + Management

- Oversee the development and implementation of high quality research, advocacy, and organizing programming, building on RIDE's existing track

record in these areas.

- Support staff growth and development and contractor relationships to achieve high quality program design, research products, and event production.

## Key Relationships

*Reporting To:* Board President and Board of Directors

*Direct Reports:* Advocacy Program Coordinator and others including research, policy and communications staff and / or consultants as organization expands.

## Experience

- Bachelor's degree plus 10 years of working experience that includes non-profit leadership experience, preferably in a constituency-based, advocacy-oriented organization.
- Demonstrated strategic growth orientation, board development, team leadership, communications, and scale management capabilities.
- Experience driving strategic and successful advocacy campaigns from beginning to end.
- Flexible to adapt to changing and difficult political environments.
- A sophisticated understanding of the legislative process and advocacy with significant political savvy and understanding of bureaucracy, including knowledge of (or commitment to learn about) transit agencies, metropolitan planning organizations, city and parish governance, and state agencies and legislative bodies.
- A definitive passion for alternative transportation including public transit, walking and biking, and authentic interest in expanding access to opportunity while creating more livable, equitable, and sustainable communities.
- Demonstrated commitment to equity, diversity, and inclusion.
- Significant non-profit leadership and management experience.
- Excellent verbal and written communication skills.

## Benefits + Compensation

Competitive pay and benefits will be commensurate with experience. Contact us for more details.

## Location

RIDE is located in New Orleans, LA with storefront office space located on Central City's Oretha Castle Haley Boulevard. Some travel required.

## About RIDE

RIDE New Orleans came into being in 2009 when a group of concerned community members questioned planned streetcar expansion plans by the New Orleans Regional Transit Authority (NORTA) and their private operator / manager, Veolia Transportation (now called TransDev). Acknowledging the lack of a strong advocacy voice for high quality alternative transportation in the New Orleans region, Transport for NOLA was founded and awarded 501c3 status by the IRS in 2011. Early efforts focused on directing streetcar expansion priorities to downtown neighborhoods and pushing for smart design and operations standards to give the streetcar priority on the roadway.

With the support of a seed grant from the Greater New Orleans Foundation's Metropolitan Opportunities Fund, our founding Executive Director began in January 2012, leading the organization to rebrand as RIDE New Orleans while developing our signature approach to responsible and progressive advocacy, blending data-based research and policy development with grassroots community empowerment. This proven approach has steered more

than \$1 million in public funding to needed planning studies, infrastructure improvements and public agency governance and engagement reforms.

RIDE's key programming highlights include: 1) an annual State of Transit report series that benchmarks New Orleans' transit recovery post-Katrina with direct calls to action; 2) the Coalition for Quality Transit - a diverse, cross-sector coalition of transit riders, community and business leaders working together to make high quality transit a reality; and 3) monitoring public agencies to increase transparency, accountability and public participation.

## Looking Ahead

RIDE's future is bright and we've got our eye on strategically expanding our reach and supporting other local advocacy groups across the country effectively develop their research, policy platforms, organizing strategies and more.



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