



Position Description

Director of Strategic Partnerships

April 20, 2020

About Veloz

Pollution from cars and trucks poses a critical threat to public health, the planet and the economy. Veloz envisions a future where there are no emissions from transportation. A zero-emissions transportation sector will clean the air, improve public health, create new clean energy jobs and help create a sustainable environment for all. The urgency of this moment in history requires a fast transition to electric cars, but we're not moving fast enough. Veloz means fast. A movement is needed, and Veloz aims to create it. Barriers exist, and Veloz intends to overcome them.

Against the backdrop of California's goals to have 5 million electric vehicles on the road by 2030 and to be carbon neutral by 2045, Veloz inspires, educates and empowers Californians to drive electric in the following ways:

- Creates provocative public awareness campaigns to spark conversation and change the narrative about electric cars and who they are for (spoiler: everyone!);
- Inspires potential electric car buyers to explore their options, learn about the benefits and take advantage of federal, state and local financial incentive programs;
- Assembles the most powerful leaders in the transportation space, from government regulators, automakers, utilities, charging providers, NGO climate leaders and more, to exponentially accelerate Californian's uptake of electric cars.

Veloz builds on the success of the California Plug-In Electric Vehicle Collaborative, a public-private partnership founded in 2010 to convene, collaborate and communicate on emerging electric car market trends, address challenges and enable strong market growth. The PEV Collaborative evolved into Veloz in 2017, a membership-based, movement-building organization that is unleashing the power of California consumers through signature education initiatives like [Electric For All](#). Veloz's 2019 Electric For All campaign, *Kicking Gas*, featured Arnold Schwarzenegger, achieved more than 224 million impressions, including 16.4 million video views, and was nominated for a Shots Award.

Veloz's work intersects with and impacts myriad of the state's most critical challenges around transportation electrification. The work of Veloz and its cross-sector members and partners have the power to transform how Californians move, ensuring a cleaner and more sustainable climate for all communities. For more information about Veloz visit www.veloz.org.

The Opportunity and Position Description

In the next two years, Veloz must be bolder, more ambitious and even faster than our name promises. The proof of concept is complete. The environment is ripe. New products are emerging. Technology is improving. Electric car prices are dropping. Refueling infrastructure is increasing. The

California political environment is favorable. Still, it will likely be consumer demand that makes the biggest difference. And this begins with awareness.

In this newly created position, the Director of Strategic Partnerships has the opportunity to join a passionate and collaborative organization that is changing the conversation about electric cars in California and sparking a virtuous cycle of consumer awareness and demand. Veloz plays a unique and important role in the electric car vehicle landscape in California. Now is the time to take our efforts to an exponentially more impactful level. This requires even stronger and expanded leadership at the board and staff levels, a clear and inspiring vision, savvy strategies and significant and sustained financial support.

Reporting to the executive director and partnering with the Board of Directors, the Director of Strategic Partnerships will determine and execute a comprehensive membership and fundraising strategy to resource Veloz's \$3 million annual operating budget while building toward a \$5 million annual operating budget within two years, raise awareness of Veloz and achieve ambitious goals for programmatic growth and impact. This candidate in this position will build upon an influential existing network of members, lead Veloz's strategic and proactive phase of revenue generation, prioritize the untapped potential of current members, expand membership and build new relationships and funding partnerships in philanthropy.

Key Priorities

Strategy

- Partner with the executive director and board to determine a dynamic revenue generation strategy, define goals to support steady growth in the coming years.
- Explore new revenue streams and opportunities to enhance Veloz's business model by advancing its position with relevant constituents, driving broader awareness and sparking funder interest and support.
- Partner with Veloz's communications team to ensure the organization's brand and value proposition resonates with and inspires increased investment and engagement of Veloz partners, namely member and funder prospects.

Membership and Sponsorships

- Lead member stewardship and engagement efforts to achieve and maintain high levels of satisfaction.
- Identify targets and tactics to realize the full potential of Veloz's current membership base and to expand the base in order to increase financial investments, deepen engagement and increase Veloz's influence in the field.
- Ensure adequate investment in Veloz's signature annual campaign, Electric For All, for production, dissemination and evaluation to measure changes in public perceptions about electric cars.

Philanthropy

- Lead the development of new philanthropic relationships and funding opportunities.

- Ensure that proposals and reports to foundations and other philanthropic partners are properly prepared, submitted and tracked.
- Identify opportunities to boost Veloz's visibility and leadership in the philanthropic landscape.

Team Management

- As part of Veloz's leadership team, lead, coach and mentor staff and Board in order to build a culture of fundraising throughout the organization.
- Develop the organizational systems and practices that support strong fundraising, member and funder stewardship and sustainable growth.
- Promote a culture of high performance, continual learning and commitment to excellence.

Candidate Profile & Qualifications

The incoming Director of Strategic Partnerships will lead with their belief in and commitment to Veloz's vision and mission. The successful candidate must champion California's carbon emissions reduction goals and demands the boldest possible ambition, innovation and collaboration of leaders across sectors who are driving toward scalable transportation solutions. The Director of Strategic Partnerships will elevate the work of Veloz to our next levels of impact through their track record and expertise as a membership and development professional.

The incoming Director of Strategic Partnerships will join a fast-paced team that operates with a sense of urgency fueled by passion and the pressing nature of the work at hand. Despite the enormity of the challenges that lie ahead in their mission, Veloz leadership understands how to celebrate successes and seeks a Director of Strategic Partnerships who leads with positivity and a belief in what is possible. The selected candidate will also possess:

- Minimum eight years development and/or membership experience, with significant experience managing a program.
- Proven track record of setting and executing strategy and securing high-level memberships and/or raising major gifts from institutions (\$25K+), optimally for a climate movement organization.
- Expertise in building and engaging a Board of Directors in revenue generation.
- Outstanding oral and written communications skills with understanding of how to convey a compelling story about Veloz's work and theory of change.
- Experience designing and executing effective membership and funder engagement strategies that generate deeper satisfaction and loyalty.
- Self-driven ambition and an innate understanding of how to manage through influence.
- Mastery of relationship-building skills with a wide range of external constituencies, from public agencies and government regulators to Fortune 500 companies, technology start-ups and philanthropic institutions.
- Fluency across stakeholders and the ability to galvanize support for Veloz's strategies with a balance of diplomacy and tenacity that is required to pursue top prospects.
- Highly collaborative work style with the ability to operate as a peer and thought partner to the executive director.

- Expertise in translating complex, layered issues into persuasive narratives that can change consumer behavior.
- Content knowledge in the transportation sector and/or climate change movement.
- Intellectual curiosity and ability to become a credible, respected representative of Veloz.

Our Commitment to Diversity, Equity & Inclusion

Veloz values diversity in all its forms, and our membership and leadership reflect strongly-held principles around diversity of perspective, background and sector. Diversity is the cornerstone of our credibility and effectiveness. The organization is committed to an inclusive and transparent recruitment process and recruits and hires without regard to race, national origin, religion, gender, gender identity, sexual orientation, disability, marital status, veterans status or age. People of diverse backgrounds are strongly encouraged to apply.

This position is based in Sacramento or the San Francisco Bay Area. If the successful candidate is based in the Bay Area, frequent travel to Sacramento is necessary. Some domestic travel is required, primarily within California.

Compensation

This position offers competitive compensation commensurate with experience, as well as excellent benefits.

Process

To apply, please send a resume and cover letter expressing your passion for Veloz's mission and fit for the Director of Strategic Partnerships role to jobs@veloz.org. Submissions will be accepted until May 20, 2020. Candidate review and phone screens begin immediately and will be conducted throughout the search period.