



Position Announcement Program Director

June 2021

Reports to: Executive Director

Status: Full-time, Exempt

Location: Sacramento Region

Application Deadline: 5PM PDT on Friday, July 30, 2021

Salary Range: \$100,000 - \$125,000, commensurate with experience

About Veloz

Veloz believes that the future of transportation is electric for all. We envision a world in which vehicles are electric and that all people, corporations and agencies who want or need a car or truck can and do choose electric, knowing the energy that powers these vehicles is carbon free. Veloz aims to make electric for all a reality. We are driven to overcome three critical barriers to electric vehicle uptake: upfront cost, charging infrastructure and public awareness. We do this by:

- Engaging our powerhouse members in effective public-private partnerships.
- Creating programs that build the movement for transportation electrification.
- Crafting provocative public awareness campaigns to change the conversation about electric cars and who they are for (spoiler: everyone!).

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 the electric car market, address challenges and enable strong market growth. The PEV Collaborative launched 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 award-winning 2019 Electric For All campaign, *Kicking Gas* featuring Arnold Schwarzenegger, achieved more than 224 million impressions. The 2020 campaign *40 Million Reasons to Go Electric* featured some of California's most influential EV drivers and advocates, from actor Mark Ruffalo to artist/activist Favianna Rodriguez.

Veloz's work and that of our cross-sector members and partners have the power to transform how Californians move, ensuring better public health outcomes, a stronger and more just economy and a cleaner and more sustainable climate for all communities.

The Opportunity and Position Description

More than half of Californians know next to nothing about electric vehicles. And the majority of Americans have not changed their opinion about them since 1997's first electric car debut. Veloz changes the narrative about electric vehicles and educates, inspires and influences consumers through innovative large-scale public awareness campaigns and inspiring multi-stakeholder convenings.

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

In this expanded position, the Program Director is part of a passionate and collaborative organization that is changing the conversation about electric vehicles in California and sparking a virtuous cycle of consumer awareness and demand. Veloz plays a unique and important role in the electric vehicle landscape in California. Now is the time to take our efforts to an exponentially more impactful level. This requires a clear and inspiring vision, sophisticated strategies and significant, sustained financial support.

Reporting to the Executive Director and partnering with the small but mighty Veloz team, the Program Director plays a critical role in making the electric for all vision a reality by developing and executing a comprehensive programmatic strategy to raise awareness of Veloz, to deliver high-quality and high-value programming to Veloz members and to build a stronger electric vehicle movement in California (and beyond). **Key Priorities include:**

Strategy

- Partner with the Executive Director and strategic advisors to determine a comprehensive programmatic strategy and to define short- and long-term goals and objectives related to Veloz's influence and impact.
- Ensure that Veloz's programs are compelling to current and prospective members and partners, exemplary of Veloz's convening capabilities and thought leadership plan and serve to significantly accelerate the conversation about electric vehicle adoption in California.
- Develop and implement a programmatic strategy for policy education and engagement with California-based and national policy-oriented organizations that reflects Veloz's apolitical advocacy of transportation electrification.
- Support exploration of regional or national expansion, including conducting research and landscape analyses; tracking policy developments and opportunities; building relationships; developing partnerships; and supporting member recruitment.

Program Management & Content Development

- Lead the curation of content, execution and evaluation of online and offline Veloz events (all virtual for the time being), including Summit Series meetings (3x/year) and Webinars (6x/year) that are designed to build community among Veloz's members and stakeholders, fulfill Veloz's role as a convener and advance the conversation about the electric vehicle market.
- Support the annual Electric For All campaign, including identifying and engaging in-state and national partners and Veloz members to extend the reach and impact of the campaign.
- Support the Communications Director's oversight of the tools on electricforall.org (e.g., Home Charging Advisor and Incentive Assistant).
- Partner with the Communications Director and Strategic Partnerships Director around events to build audience, sponsorship and member engagement.

- Develop Veloz’s quarterly electric vehicle sales dashboard in partnership with the California Energy Commission and California Air Resources Board, leveraging the data to inform member programming, boost consumer awareness, strengthen Veloz’s thought leadership and propel membership recruitment and retention.
- Oversee the program budget and ensure cost-effective implementation of strategy.
- Oversee implementation of grant-supported programming and reporting to [private and government] funders.
- Serve as the primary liaison with the California Governor’s Office, California Air Resources Board, California Energy Commission and other state agencies on the ZEV Executive Order and other EV-related regulations, grants and projects (e.g., GO-Biz/permitting program).
- Track electric vehicle technologies, sales and market trends and use these to inform innovative programming for Veloz members.
- Participate in key industry conferences, workshops and seminars, representing and presenting/speaking on behalf of Veloz when appropriate.

Organizational Leadership & Team Management

- As part of Veloz’s leadership team, lead, coach and mentor staff and Board in order to build strong program engagement throughout the organization.
- Manage program-related contractor relationships, including event production.
- Develop the organizational systems and practices that support strong programs.
- Promote a culture of high performance, continual learning and commitment to excellence.

Qualifications

The Program Director leads with their belief in and commitment to Veloz’s vision and mission. The Director must champion California’s carbon emissions reduction, public health and economic goals, and demand the boldest possible ambition, innovation and collaboration of leaders across sectors who are driving toward scalable transportation solutions. The Program Director elevates the work of Veloz to our next levels of impact through their track record and expertise as a programs professional. The Director also possesses the following skills and qualities:

- Minimum 10 years program development experience, with significant experience (>5 years) managing a program and budget in the electric vehicle sector.
- Proven track record of setting and executing programmatic strategy.
- Expertise in curating innovative, thought-provoking content that educates, engages audiences and positions Veloz as a thought leader in the field.
- Outstanding oral and written communications skills that demonstrate an ability to:
 - Convey a compelling story about Veloz’s theory of change and impact;
 - Translate complex, layered issues into persuasive narratives that can change consumer behavior;
 - Communicate Veloz’s strategies with accessible expertise (without jargon and acronyms) that is required to gain positive public attention.
- Proven project management abilities to ensure that programs and projects are advancing on time and on budget.
- Solid track record of designing and executing effective events and member engagement strategies that generate deeper satisfaction and loyalty.

- Technological savvy in using online platforms to deliver and extend the reach of programmatic content.
- Self-driven ambition and an innate understanding of how to manage through influence.
- Mastery of relationship-building skills with a diverse and wide range of external constituencies, from public agencies and government regulators to Fortune 500 companies, technology start-ups and nonprofit organizations.
- Highly collaborative style with ability to operate as a thought partner to the Executive Director and to operationalize strategy.
- Intellectual curiosity and ability to become a credible, respected representative of Veloz.

Our Commitment to Racial Equity, Diversity & Inclusion

Veloz values racial equity, diversity and inclusion. Our membership and leadership reflect strongly-held principles around diversity of perspective, background and sector. Diversity is the cornerstone of our credibility and effectiveness and is reflected in how we operate, including search and hiring processes, promotion and professional development. We are committed to an inclusive and transparent recruitment process and recruit and hire without regard to race, national origin, religion, gender, gender identity or expression, sexual orientation, physical ability, marital status, veterans status or age. People of diverse backgrounds are strongly encouraged to apply.

Work Environment, Schedule & Travel

This is a full-time salaried position with comprehensive benefits. Typical work hours are Monday through Friday, 8:00 AM to 5:00 PM Pacific Time. Once Veloz's offices re-open (estimated for September 2021), the expectation is that the Program Director will work in the Sacramento office the majority of the time. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Accommodations will be made for individuals with disabilities to perform essential duties.

Compensation

The salary range for this position is \$100,000 - \$125,000, commensurate with experience. Veloz also offers a very generous and competitive benefits package, including health coverage, retirement benefits, paid vacation, sick time and holidays and access to professional development resources.

Process

To apply or nominate a candidate, please send a resume and cover letter to jobs@veloz.org. Submission in a combined PDF or Microsoft Word file is preferred. This position is open until filled, with an initial application deadline of **5PM PDT on Friday, July 30, 2021**. Candidate review and phone screens begin immediately and will be conducted throughout the search period.