



Director of Advocacy and Outreach

About the Role

The Director of Advocacy and Outreach will lead Trailnet's strategic policy and advocacy agenda through coalition-building, community outreach, and government relations. The Director will leverage grassroots and grasstops strategies to advance initiatives and policies that align with Trailnet's policy principles, values, and mission to create safer opportunities for residents to bike, walk, and use public transit. As part of the Leadership Team, they will also advise on organizational effectiveness and strategy.

The ideal candidate is a collaborative team player, strategic thinker, and politically savvy leader with a genuine commitment to racial equity, working to shape and advance Trailnet's advocacy on transportation and mobility justice issues.

Core Responsibilities

Advocacy and Outreach (70-80% of time)

- Lead all aspects of Trailnet's advocacy work, in close collaboration with the Leadership Team, especially the CEO
- Lead grassroots and grasstops organizing efforts to build and support diverse coalitions of supporters for safe street policies; Serve on task forces and other advisory bodies
- Make recommendations for policies that align with Trailnet's policy principles and mission based on the Sr. Policy Manager's research and analysis
- Design and implement Trailnet's advocacy agenda and actions to advance those priorities, including tracking and following up on legislative activity
- Supervise outreach staff to align outreach opportunities with strategic priorities
- Partner closely with the Planning Manager to ensure strategic alignment between community planning and advocacy initiatives and relationships

Project Management and Development (20-30% of time)



- Manage grant deliverables, report to funders, and assist with funding applications for advocacy programs
- Track and manage deadlines and delegate tasks to achieve objectives

Qualifications and Required Skills

- Advanced degree or commensurate experience in public policy or a related field.
- 5+ years of relevant experience in advocacy, government relations, policy research or related roles, including demonstrated success leading successful advocacy campaigns. Non-profit experience preferred.
- **Strategic thinker:** Quickly grasps the subtleties of complex issues and identifies patterns in challenges. Comes up with insightful, pragmatic, equitable, and sustainable ways to tackle common challenges and produce positive change.
- **Relationship-building:** Able to connect with individuals and build alliances among a wide range of players in the region. Works well with diverse or marginalized populations; can bring in allies across diverse communities.
- **Highly politically experienced:** Understands the political landscape in St. Louis City and County and uses that knowledge to make savvy recommendations for Trailnet's role. Track record of shepherding legislation from start to adoption.
- **Knowledge of mobility justice issues:** Prior experience or understanding of transportation and mobility justice issues.
- **Collaborative:** Builds rapport and internal support for policy recommendations; Identifies and involves stakeholders appropriately
- **Commitment to social justice and racial equity:** Recognizes role of race, gender, and other identities in shaping health disparities, is driven to improve conditions, and proactively learns re: race, equity, and identity
- **Basic technology skills:** Effectively uses word processors, spreadsheets, email, and other software as needed. All employees will learn and use Asana, a project management tool, but previous experience with the platform is not required.



- The ability to constantly operate a computer and other office productivity devices such as a tablet, phone, scanner, and printer
- The ability to communicate information and ideas so others will understand. Must be able to exchange accurate, compelling information in group settings, one-on-one, and in writing.

Reporting Relationships

The Director of Advocacy and Outreach reports to the CEO, works closely with the Leadership Team, and Planning Manager, and supervises the Policy Manager and part-time Community Outreach Specialists.

Work Conditions

The Trailnet office is located in Downtown St. Louis. The position is based in an office environment with work-from-home options and flexibility. For virtual work, a dependable high-speed internet is required for video calls.

The Director of Advocacy and Outreach will be expected to work 3-5 weekend outdoor bike ride events.

Compensation and Benefits

This full-time, exempt position will earn an annual salary between \$70,000 and \$80,000.

Trailnet offers the following benefits to full-time employees starting the first of the month following 30 days of employment:

- Medical Health Care Coverage – Company 50%, Employee 50%
- Dependent Medical Care – Company 20%, Employee 80%
- Dental Care – Company 100%
- Dependent Dental Care – Employee 100%
- Long-Term Disability – Company 100%
- Group Term Life Insurance – Company 100%
- Paid Personal Time Off – 16 days first year, increases one day annually



- 12 paid holidays per year
- Paid Sick Time – 1 hour per 30 hours worked, up to 40 hours/year
- Additional leave for Jury Duty, Voting, Bereavement, and Parental Leave
- Simple IRA plan with 3% match

Commitment to Equity and Equal Opportunity

Trailnet is committed to supporting diversity and equal opportunity in its services, administration, and employment, as well as research and activities. We strive to foster a working environment that values contributions from team members regardless of race, color, creed, gender, religion, culture, sexual orientation, sexual identity, mental disabilities, physical disabilities, or veteran status. We work with a wide range of external partners and stakeholders, and we seek candidates committed to their own cultural competency.

To apply, email hr@trailnet.org with a resume and statement of interest or cover letter.