

CONFIDENTIAL

VOTERIDERS™

POSITION SPECIFICATION

EXECUTIVE DIRECTOR

THE ORGANIZATION

VoteRiders™ (VoteRiders.org), 501(c)(3) non-partisan non-profit, is the leading organization focused exclusively on voter ID. The organization informs and helps citizens to secure their voter ID as well as inspires and supports organizations, local volunteers, and communities to sustain voter ID education and assistance efforts. VoteRiders concentrates especially on helping voters to obtain the documents required by a state's voter ID law.

VoteRiders' services are unique as there are no other coordinated, concerted efforts to provide on-the-ground grassroots assistance for voter IDs. The organization provides outreach, tools and other support to local organizations and groups, focusing on those eligible citizens at risk of being disenfranchised by burdensome voter identification laws. As a result of its Texas pilot program in 2014, VoteRiders helped thousands of voters and impacted hundreds of thousands of Texans through its collaborating organizations and the media. The organization's on-the-ground Wisconsin voter-ID team from July 2015 through November 2016 assisted directly 15,000 voters; their efforts were a key springboard to VoteRiders' informing *over ten million voters nationwide* via the media and partners about voter ID.

In 2016, the organization developed freely downloadable and printable Voter ID Information wallet cards in English and Spanish for all 50 states and DC. VoteRiders also has a toll-free Voter ID Helpline (844-338-8743) for citizens to call for voter ID information and assistance.

VoteRiders' experience has shown that the *most effective way to organize to assist voters is to support local VoteRiders Voter ID Coalitions*, including on-the-ground organizations, local election and government officials, community institutions, and businesses like transportation companies. In 2017, the organization seeks to expand its network of Partner Organizations and to support their Voter ID Coalitions, including through our Virginia-based Voter ID Coalition Coordinator.

Founded in 2012 by Kathleen Unger, JD, MBA (https://en.wikipedia.org/wiki/Kathleen_Unger). VoteRiders is headquartered in Santa Monica, California.

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SUMMARY OF POSITION

VoteRiders is seeking to hire an Executive Director as the organization is about to undergo hyper-growth due to an increased awareness of and interest in voter ID throughout the U.S.

The Executive Director will serve as the Chief Operating Officer with an emphasis on development. The Executive Director will be responsible for creating and building VoteRiders' internal processes and infrastructure that will enable the organization to grow and to ensure its long-term relevance, credibility and viability. This individual will work closely, especially initially, with the President/CEO to strategize, manage and carry out the VoteRiders plan.

A key focus of the Executive Director's role will be to expand and foster productive relationships with existing and new partner and collaborating organizations and their leadership, staff and volunteers, so that they will offer information and assistance with voter ID to their constituents. These organizations will be encouraged to use VoterRiders' resources and to create and implement productive VoteRiders Voter ID Coalitions with other organizations as well as local election and government officials, community institutions, and other businesses within their community.

The Executive Director will develop and present to the President/CEO a strategy for outreach, collaboration, timing, goals and budget – initially through 2018 and then 2019 and 2020. It is contemplated that within the first three months, this individual will take on an increasing amount of work currently handled by the President/CEO.

The Executive Director role is a full-time paid position.

REPORTING RELATIONSHIPS

Reports to: President/CEO

Manages: Director of Operations, Communications & Development
Volunteer Coordinator
Virginia Voter ID Coalition Coordinator

LOCATION

This virtual, full-time position can be based anywhere in the United States.

SPECIFIC RESPONSIBILITIES

The Executive Director will be responsible for the following:

- Executing - Engaging with and being responsive to staff, voters, organizations,

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- donors and the media; completing and updating VoteRiders' voter ID resources and tools; handling all administration matters.
- Overseeing and taking increasing responsibility for fundraising, including the development and strategic planning for fundraising goals and campaigns.
 - Actively engaging in fundraising and closings.
 - Working closely with the Director of Operations, Communications & Development, provide strategic input regarding the execution of communication strategies across all channels including email, traditional and social media, website, fundraising events and other outreach opportunities.
 - Budgeting – Working closely with the President/CEO, develop and oversee the budget; provide support to Voter ID Coalitions and Partner Organizations to optimize efforts.
 - Partner with collaborating organizations - Fostering relationships with local non-profit and for-profit organizations on-the-ground so that they will actively inform, assist and/or refer to VoteRiders their constituents, members or customers regarding their voter ID issues.
 - Overseeing and optimizing VoteRiders' tracking system; obtaining feedback from Partner Organizations including numbers, date, and location of people informed about voter ID, status of those assisted with their voter ID, individual voter stories.
 - Collaborating with organizations and coalitions to implement voter ID outreach, in-person and via their website, social media, e-blasts, announcements, flyers, media interviews, etc.
 - Collaborating with organizations and coalitions regarding the distribution of VoteRiders' state Voter ID Information wallet cards.
 - Collaborating with organizations and coalitions to let people know that if they have voter ID questions or need help, VoteRiders offers free assistance via VoteRiders.org, info@voteriders.org and its toll-free Voter ID Hotline: 844-338-8743.
 - Collaborating with organizations and coalitions regarding the development and implementation of a Voter ID Month, Week or Day in their community (for which VoteRiders is finalizing a Campaign Toolkit).
 - Collaborating with organizations and coalitions to conduct Voter ID Clinics.

IDEAL PROFILE AND EXPERIENCE

The Executive Director must believe in the value of VoteRiders and be driven by its mission. The ideal person will have key expertise in management and development. Community organizing experience is a big asset. This individual should have experience working within the political arena combined with experience at another not-for-profit organization. Start-up experience is strongly preferred. The Executive Director must exhibit the skills to collaborate with and achieve actionable results through others as well as the ability to build strong and sustainable relationships along with the capability to interact within all levels of organizations.

This individual will be someone who is comfortable and effective at networking with donors, both individuals and foundations.

An executive with experience working in a community outreach program involving building multi-organization movements benefitting people is strongly desired. An executive possessing a technical expertise would be a plus given the need to create a variety of outreach programs utilizing technology.

Additional traits and experience include:

- Proven track record of exceeding goals; consistently makes good decisions through a combination of analysis, wisdom, experience and judgment;
- A big picture perspective; ability to think strategically; anticipates future consequences and trends and incorporates them into an action plan;
- Excellent written, verbal and interpersonal communications skills; ability to be responsive, articulate, precise, compelling and diplomatic;
- Solutions-oriented; possesses a passion for organization and project management; a multi-tasker; easily balances competing priorities, complex situations and tight deadlines;
- Ability to develop top-notch processes that ensure the organization runs smoothly;
- Exceptional collaboration skills; able to create relationships of trust;
- An inspirational leader; outstanding delegating and empowering skills;
- Hands-on and unafraid to roll-up their own sleeves to get the job done; a can-do attitude;
- Strong work ethic; integrity.

EDUCATION

Must have an undergraduate college degree. A law degree is preferred.

ADDITIONAL REQUIREMENTS

Ability to travel

Must be a U.S. Citizen who votes

COMPENSATION

An attractive salary plus benefits package will be commensurate with experience.