



Outreach & Organizing Manager

About San Francisco Transit Riders

San Francisco Transit Riders (SFTR) is the city's member-supported, grassroots advocate for excellent, affordable, and growing public transit. We believe that empowering everyday transit riders to speak up for rider-first policies will bring us the world-class transit system we need for a livable, sustainable, and accessible San Francisco.

Deploying an equity and sustainability-focused understanding of several of these issues, SFTR is taking a proactive stance to support the voices of marginalized and underrepresented communities, supporting and rebuilding transit service levels, restoring current and future funding streams for stability and growth, and ensuring the safety and security of transit operators.

Position Overview

San Francisco Transit Riders currently has a growing staff, an active Board, and dedicated volunteers. The Outreach & Organizing Manager role is designed to build grassroots support among riders, pedestrians, merchants, and community groups for walkable streets and high-quality transit throughout San Francisco with a specific focus in the Bayview, Southeast, and Western Addition.

Core Responsibilities

(i) Organize Riders in the Excelsior, Bayview, and Western Addition (60%)

- Lead the development and execution of community outreach events to engage riders in the Excelsior, Bayview, and Western Addition neighborhoods of San Francisco.
- Conduct a community needs assessment survey in partnership with local community groups, building off organization's existing relationships and connections.
- Cultivate individual relationships with riders and members to encourage them to advocate, volunteer, and become members of SFTR.
- Develop and implement strategies to mobilize community members and riders to advocate for transit priorities at City Hall, SFMTA, the Board of Supervisors, and other relevant forums.
- In coordination with the communications team, create compelling, informative, and multilingual talking points, visual tools, and presentations relevant to communities that empower transit riders to understand their value as advocates.
- Listen to and document the stories and experiences of riders to report back to staff and Board, to better inform SFTR policy, fundraising, and public narrative.



(ii) Community Partnerships (25%)

- Establish and build on existing relationships with community-based organizations, local businesses, and neighborhood groups with a special focus in southeast San Francisco and the Western Addition.
- Foster collaboration between SFTR staff, SFMTA, and community partners to address shared goals.
- Manage part-time employees or contractors working in SFTR-led outreach in these communities.
- Engage community partners around key transit issues & SFTR campaigns
- Develop metrics to track the success of community organizing efforts and reporting results to the Executive Director and Board
- Connect community organizations and leaders from focus communities to the citywide Transit Justice Coalition
- Assist the Community and Policy Manager in Transit Justice Coalition planning and outreach to stakeholders
- Manage the San Francisco Safe Routes to School contractor to ensure organizational & program goals and expectations are being met.

(iii) Membership Engagement and Administration (15%)

- Attend and lead in-person events that help drive membership and build our list, specifically to grow and diversify our membership.
- Accurately maintain CRM data to reflect SFTR's development of relationships and contacts.
- Help increase and diversify SFTR membership through leading membership drives in equity priority communities
- Lead volunteer opportunities for members, fostering volunteer leadership development
- Support staff efforts on membership, including Membership Month and End of Year Appeals.
- Support Transit Month planning and execution.
- Track and report organizing outcomes and goals to staff and the Board of Directors.
- Lead actions (including, but not limited to, rallies, tabling, letter-writing campaigns, and get out the vote activities) in line with organizational priorities as needed.
- Participate in organization-wide campaigns and programs as needed.
- Coordinate with SFTR Executive Director to ensure required grant deliverables are met.

Summary of Qualifications and Specific Skills



- Deep roots in San Francisco, with a particular interest in the Southeast.
- Experience organizing communities around public interest issues such as transit, urban living, or other related areas.
- Passion for improving transit and walkability, and familiarity with Muni (you ride transit!). Good people skills and confidence to reach out to new communities, including cultural competency to work with marginalized communities.
- An ability to take initiative while also working as part of a team
- Excellent written and verbal communication skills
- Written and/or conversational fluency in Spanish or Cantonese a plus
- Knowledge of San Francisco politics and decision-making processes a plus
- Knowledge of how racial, housing, environmental, economic, and transit justice issues intersect a plus

Characteristics of the Position

- This position will report to the Executive Director.
- Candidates must live in or relocate to the Bay Area.
- Travel throughout the city
- 36 hours per week schedule. Requires occasional evening and weekend activities.
- Tasks may involve extended periods of time at a keyboard or workstation.

Compensation

Salary range for this role is \$60,000 - \$70,000 and salary will be determined based on experience. We offer paid vacation, generous holidays, and opportunities for employment enrollment in CalSavers.

Remote Work

Hybrid — San Francisco Bay Area. Staff and their supervisors will work together to determine the appropriate work arrangement based on the nature of the individual's role, and in alignment with organizational policies and departmental needs and activities. We strive to be as flexible and fair as possible while ensuring in-person accessibility when needed to interface with our volunteers, membership, community, and each other.

Application Instructions

Applications will be reviewed on an ongoing basis until the position is filled. We have retained M. Brook Associates for the hiring of this position. Interested candidates should [fill out this interest form](#), then email a cover letter, resume, and three references to janelle@sftransitriders.org. Please put "Outreach & Organizing Manager" in the subject line of your email.



Equal Opportunity Statement

San Francisco Transit Riders is an equal opportunity employer and does not discriminate on the basis of race, sex, religion, national origin, gender identity or expression, sexual orientation, disability, age, or any other category protected by local, state, or federal laws. We are committed to building a diverse, equitable, and inclusive staff team. We strongly encourage applicants who are people of color, LGBTQ, women, trans and gender non-conforming people, and/or people with disabilities.