



National Field Director
J Street Education Fund
Washington, DC

OVERVIEW:

J Street, the pro-Israel, pro-peace lobbying and advocacy organization headquartered in Washington, DC, is recruiting a seasoned organizer, manager, and leader to serve as its first National Field Director.

This is an outstanding opportunity for an individual who is an effective advocate and spokesperson and is committed to Israel, to progressive Jewish values, and to grassroots organizing. The Field Director will be part of the senior management team of a young, fast-growing nonprofit organization that, in its second year, has a budget of \$3 million and a staff of 18. Further growth is anticipated in 2010.

J STREET:

J Street is the political arm of the pro-Israel, pro-peace movement. Its mission is to change the dynamics of American politics regarding Israel and the Middle East, to promote the peaceful resolution of Israel's conflicts with its neighbors, and to open up greater debate and discussion in the American Jewish community and the broader American community on what it means to be pro-Israel.

J Street believes that Israel's most vital security interest is to reach a negotiated two-state solution to the Israeli-Palestinian conflict. This is not only a necessity for securing Israel's future as a democratic, Jewish homeland, but also vital to America's diplomatic and security interests with respect to the broader Middle East. J Street seeks to promote American leadership to resolve conflicts in the Middle East through diplomacy and achieve security for Israel and the United States through peace.

J Street is an American organization, primarily but not exclusively Jewish, that believes American, Israeli, Palestinian, and global interests are best served by a comprehensive, regional resolution to the region's conflicts through assertive American diplomacy.

The J Street family of organizations includes J Street - a 501(c)(4) nonprofit that is responsible for lobbying and advocacy; JStreetPAC - a legally independent and unconnected federal political action committee that endorses and raises money for federal candidates; and the J Street Education Fund - a 501(c)(3) nonprofit that runs education programs on campuses, speakers tours, and trips to Israel. The National Field Director will be an employee of the J Street Education Fund.

NATIONAL GRASSROOTS AND FIELD PROGRAM:

J Street's National Grassroots and Field Program, to be launched in early 2010, will be a key component of its integrated campaign to demonstrate significant support for President Obama's Middle East peace initiative in the coming 18-24 months. The Program will complement other facets of J Street's work - from DC-based lobbying, to online communications, to building the robustness and reach of a legally independent PAC, as well as engaging and supporting a growing network of political activists and donors. Over the long-term, J Street aims to ensure that there is a broader discourse regarding Israel and a broader conception of what it means to be pro-Israel in all aspects of the Jewish community.

Organizing and mobilizing pro-Israel, pro-peace supporters at the grassroots level is an essential element to all of this work; it has, until now, not been part of J Street's mission or operation. It has, however, been the centerpiece of the work of Brit Tzedek v'Shalom (BTVS), and the new National Field Director will work closely with BTVS and other organizations to plan what role activists, chapters, and rabbis associated with BTVS can play in this new initiative.

Over seven years, Brit Tzedek v'Shalom has mobilized nearly 50,000 activists in 41 chapters and over 1,000 rabbis while building a strong network of relationships with community-based organizations such as Jewish Community Relations Councils (JCRCs), boards of rabbis, and synagogues. Supporters of Brit Tzedek are organized into a national chapter network and vibrant on-line activist communities, which seek to shape the discourse on a solution to the Israel-Palestinian conflict. Chapters appeal regularly to their members of Congress, organize educational events in local Jewish communities with support from Brit Tzedek's dedicated rabbinic network, and reach out to their local Jewish press, building a progressive presence within the Jewish community and promoting communal dialogue. Brit Tzedek's experience with, and organizational ethos of, inclusion and community building are key to future grassroots growth.

For more information about J Street, please go to www.JStreet.org and Brit Tzedek v'Shalom at www.btvshalom.org.

OPPORTUNITIES FACING THE NATIONAL FIELD DIRECTOR:

The National Field Director will be charged with developing a work plan within 3-4 months that brings the energy, excitement, grass roots activism, and community building generated by BTVS together with J Street's political and communications savvy to support efforts to bring peace and security to Israel and the Middle East and to expand the notion of pro-Israel advocacy in both the American Jewish community and the non-Jewish community. S/he will be expected to provide both long- and short-term vision for the national field and grassroots program, and to travel in support of these responsibilities.

The National Field Director will report to Jeremy Ben-Ami, Executive Director of J Street, and will have overall responsibility for the strategic and programmatic operations of the field and grassroots operation. S/he will work closely with another member of J Street's senior staff, the Director of Policy and Strategy, who is charged with developing and coordinating the implementation of the effort's broad political strategy. That strategy will have a major impact on key decisions such as targeting areas for focus and growth as well as resource allocation. The National Field Director will be based in Washington, DC and will initially hire and supervise a team of 3-4 field organizers and an administrative assistant. J Street will be actively fundraising and attempting to enhance the resources available to all aspects of the operation.

Given the critical and time-sensitive nature of J Street's goals, success in the Field Director role will be measured by meeting the following opportunities and challenges within the first 12-18 months:

- ❖ Within the first 3 months develop and implement a strategic national grassroots and field program that builds momentum in local chapters and the Jewish community around resolving the Arab-Israeli and Israeli-Palestinian conflicts through diplomacy, and that complements J Street's lobbying and advocacy work in Washington, DC;
- ❖ Within the first 6 months recruit, hire, train and oversee staff development for 3 to 4 regionally-based organizers;
- ❖ Mobilize and demonstrate support in targeted cities and states for the two-state solution and for assertive American diplomacy;
- ❖ Establish new chapters in locations that are essential to meet J Street's goals;
- ❖ Work with a new National Advisory Board and other activists to sharpen the effectiveness of the national field and grassroots program at the local level; work with the Board on future planning and growth;
- ❖ Increase the number of dues paying members and supporters at the chapter level;
- ❖ Provide training to local leadership to continually improve the core functions in outreach, with a focus on organizing in the Jewish community, advocacy, and overall chapter development;
- ❖ Develop communication and structures that will steward positive and seamless relationships between local chapter activists and national staff and leaders;

- ❖ Help to broaden J Street's base in the affiliated and unaffiliated Jewish community as well as in the broader American community through activities at the local level.

The concrete objectives of the first 12-18 months are intended to complement the longer-term goal of establishing a voice in local communities all around the country for pro-Israel, pro-peace Jews within Jewish communal organizations and a home for those who are currently outside those structures.

QUALIFICATIONS OF THE SUCCESSFUL CANDIDATE:

While no one person will embody all of the qualities enumerated below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- ❖ A minimum of 10 years successful experience managing field operations for a political campaign, an issues campaign, or directing multi-dimensional grassroots organizing and advocacy;
- ❖ Understanding of the role of grassroots and field organizing in a 21st century issue campaign;
- ❖ Proven ability to articulate and execute a strategic, focused, and successful campaign or program on a short timetable;
- ❖ Keen understanding of how to manage movement of people from online to offline organizing;
- ❖ Charisma to bring diverse constituents from across the country together behind a shared vision;
- ❖ Experience working with, developing, engaging, and sustaining volunteer leadership as well as experience leveraging staff and activist talents and time wisely;
- ❖ Ability to lead, stimulate, inspire, and coach dedicated professionals combined with sound management expertise;
- ❖ Skill to manage multiple priorities while leading in a manner that embodies respect, teamwork, and collaboration in a passionate and dedicated staff;
- ❖ Ability to be decisive while keeping an open mind;
- ❖ Knowledge, familiarity, and commitment to issues related to Israeli-Palestinian peace and/or knowledge of the American Jewish community preferred;
- ❖ Persuasive, dynamic communication skills and strong written skills that can mobilize social change, inspire action, and provide message clarity to move a policy agenda in Washington, DC;
- ❖ Willingness and ability to travel.

APPLICATIONS:

Due to the pace of this search, candidates are encouraged to apply as soon as possible, but no later than September 30, 2009. Applications including a cover letter, your resume (in Word format), salary history and where you learned of the position should be sent to: JS.FieldDir@gmail.com. Please type your name (Last, First) as the only contents in the subject line of your e-mail.

J Street is an equal opportunity employer.