

Founding Executive Director Street Fair Memphis

[Street Fair](#) is building a public movement for safer, more connected streets in Memphis, and we're looking for a founding Executive Director to turn that momentum into lasting policy change and infrastructure investment. Currently housed within [Innovate Memphis](#), Street Fair is a community-driven initiative advancing better local policies and resources for transportation & mobility through advocacy, storytelling, and public engagement. Under the founding Executive Director's leadership, our goal is for Street Fair to become an independent nonprofit to fully meet its advocacy mission.

Position Overview

Street Fair Memphis seeks an entrepreneurial and strategic Founding Executive Director to lead the organization during a critical early phase of growth. This leader will shape the organization's public presence, policy influence, and long-term sustainability.

In the first 12–24 months, success in this role will be defined by:

- Building a visible and engaged public constituency
- Establishing a strong media and membership-driven advocacy platform
- Strengthening the organization's role in transportation policy and accountability
- Supporting and facilitating select high-impact events that drive awareness, community support, and funding
- Developing a diversified, sustainable funding model through a combination of individual donations, sponsorships, and grants

This role treats communications not just as outreach but as a core engine for influence, community-building, and revenue.

Leadership Profile

The ideal candidate is:

- A mission-driven advocate for safer, more equitable streets who understands Memphis
- A compelling storyteller who can capture attention and drive action
- A community builder who can turn supporters into advocates
- A strategic thinker who can connect advocacy and fundraising activities into a cohesive model
- An entrepreneurial leader comfortable building systems from the ground up, albeit with support and coaching from Innovate Memphis staff, the Street Fair steering team, and technical experts

Key Responsibilities

Build a Public Constituency & Movement

- Develop and grow a visible, vocal base of engaged supporters and advocates
- Activate residents through community outreach, storytelling, and public engagement
- Build systems for supporter engagement (email lists, membership, calls to action)
- Grow and maximize flagship events (e.g., William's Walk, World Day of Remembrance) as platforms for storytelling, advocacy, and fundraising
- Integrate events into a broader strategy that drives audience growth, membership, and donor engagement
- Establish Street Fair as a trusted, recognizable voice on transportation and street safety

Lead Media & Membership-Driven Advocacy

- Develop and execute a strong content platform (e.g., newsletters, social media, storytelling) that improves public understanding and support for effective street safety measures
- Launch and test a membership/subscriber model that builds both community and sustainable revenue
- Translate complex transportation issues into compelling, accessible narratives

Strengthen Policy & Advocacy Impact

- Serve as a consistent, credible advocate for transportation and street safety priorities
- Build relationships with city officials, civic agencies, and policymakers to promote change
- Track public investments and plans and translate them into clear public accountability

Diversify and Strengthen Funding

- Build a sustainable funding model that reduces reliance on any single grant source
- Grow revenue through membership, events, sponsorships, philanthropy, and grants
- Manage and/or oversee staff & contractors supporting grant writing & donor engagement

Qualifications

Required

- Passion for and knowledge of transportation, street safety, public policy, and/or built environment issues
- Demonstrated education or work experience in strategic communications, especially for public, policymaker, and funder audiences
- 3+ years of experience building coalitions through community organizing, advocacy, and/or political campaigns
- Strong relationship-building skills across diverse stakeholder groups
- Experience executing large-scale projects and managing staff or contractors

Preferred

- Knowledge and experience with Memphis' civic landscape and institutional relationships

- Experience building or growing membership-based or audience-driven initiatives
- Experience with fundraising, grant writing, or other revenue generation models
- Experience leading events, campaigns, or other relevant public-facing initiatives
- Background in nonprofit leadership or startup environments

Support & Growth

This role and Street Fair as a whole are designed to grow over time with contractor and partner support in key areas including fundraising, communications, and operations. The founding Executive Director will receive support from Innovate Memphis staff and Street Fair's steering committee including training and capacity-building in nonprofit management areas such as finance, audit & compliance, board governance, and grant management. Our goal is for Street Fair to become an independent nonprofit led by the founding Executive Director after establishing sustainable funding, operations, and impact models during the startup phase.

Compensation & Benefits

Salary Range: \$85,000 - \$95,000

During the founding Executive Director's employment with Innovate Memphis, we offer:

- Flexible hybrid environment for remote and in-person work
- 24 days of personal time off (PTO) per year, plus holidays
- Employer 401K matching contribution
- Generous health insurance benefits
- Ongoing professional development and training opportunities

To Apply:

Email contact@streetfairmemphis.org by Monday, August 24 with:

- Your resume (no more than 2 pages) that includes at least 2 references
- A cover letter (no more than 2 pages) that conveys why Street Fair's mission is important to you and why you're a good fit for this role
- One artifact demonstrating your experience with advocacy, organizing, or campaigns. Examples include but aren't limited to:
 - Educational or advocacy materials you created to explain or advocate for a civic issue
 - Links to online content you created to explain or advocate for a civic issue (ex: social media post, website, video, blog, newsletter)
 - Press releases or letters to policymakers you created to explain or advocate for a civic issue
 - News articles about relevant initiatives/campaigns you've worked on, especially if they showcase your specific role or contributions