



**Director, Purple Line Corridor Coalition  
National Center for Smart Growth, University of Maryland**

**POSITION SUMMARY:**

The University of Maryland's National Center for Smart Growth (NCSG) is seeking a high-energy, equity-focused, relationship-builder and collaborative leader to manage and grow the Purple Line Corridor Coalition (PLCC) and advance the implementation of the Community Development Agreement for the Purple Line Corridor (CDA) and its shared community goals.

Working in close coordination with the National Center for Smart Growth Director, the full time PLCC Director will facilitate the transition of the PLCC, now in its sixth year, from startup phase to full operation. The position requires rapid implementation of short-term tasks and persistent attention on long-term priorities amid changing conditions, while continually refining measurable result targets and strategies with our partners on issues ranging from economic development to housing to workforce development to transportation.

This position is funded through local and federal grants and is based at the University of Maryland's National Center for Smart Growth (NCSG). The initial length of the position is two years based on achieving agreed upon benchmarks of accomplishment, with an option for renewal dependent upon funding and other factors. Salary is commensurate with qualifications and experience.

The position reports to the Executive Director of NCSG (founder and steering group co-chair of PLCC), collaborates with and manages a small, growing team of PLCC staff, students, and consultants, and works closely with PLCC's partners and University staff. Appropriate background and experience for the position is broad and varied. Key to the position will be leading and coordinating ongoing development and fundraising with steering committee partners to secure additional funding to implement the coalition's ambitious agenda.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Coordinate and manage the day-to-day operations of the PLCC, including project management, staffing, administration, communications, grants management, convenings, committee management, and partnership building and relations, all in coordination with a strong core team of NCSG staff, consultants, and experienced graduate students.
- Lead and coordinate fundraising and budgeting. Prepare grant proposals, including large collaborative projects with partners, as needed.
- Support and staff the PLCC Steering Committee by helping to set strategic agendas to meet the goals of PLCC. Coordinate and oversee the management of various workgroups, action teams, sub-committees, and advisory tables of the PLCC, all of which will be directly co-chaired by PLCC members or NCSG staff.
- Administer and update annually the PLCC work plan, in collaboration with staff, consultants, and partners. Manage the annual progress review and report for the CDA.
- Facilitate collaboration and leverage the skills, resources and networks of community and regional partners, including the PLCC Steering Committee, to implement the CDA.

- Ensure that PLCC provides an equitable and inclusive meeting place for different ideas and perspectives and helps to stimulate innovative collaboration, focus community investment and plan “beyond the tracks”.
- Design, implement, and coordinate with partners, staff, and consultants to plan and execute events, including regular convenings of key partners and stakeholders such as the annual PLCC workshop.
- Oversee the collecting, writing, and editing of content to ensure PLCC’s newsletter, social media, website and other collateral advance the work, focus on people and a strength-based community development approach, and help to highlight data, tools and resources to inform community investment and policy decisions.
- Represent PLCC to a range of stakeholders and in various settings (meetings and events) and contribute to broader learning locally and nationally through writing and speaking engagements, as appropriate. This includes some local community evening and weekend events and national events such as [Railvolution](#). Travel is anticipated to include 1-2 trips per year.

This description should not be construed as containing every function or responsibility that may be required to be performed by an incumbent in this job. Incumbents are required to perform other related functions as assigned.

### **MINIMUM JOB QUALIFICATIONS:**

- A master’s degree in community development, public policy, economics, planning, community organizing, or related field. Exceptional candidates with 7 years of experience without a master’s degree will be considered as well.
- Minimum five years of relevant experience.
- Fundraising and grant writing experience, whether local, regional, or national.
- Effective planning, organization, and coordination skills previously demonstrated in leading a large, complex project.
- Experience with and effectiveness in working collaboratively as part of a dynamic, multi-disciplinary team. Evidence of being a self-starter, strong networker and problem-solver.

### **PREFERRED JOB QUALIFICATIONS:**

- A community development, policy, or planning background is appropriate for this position, but more general management background and experience is also valid.
- Fundraising and grant writing experience for large projects at local and national levels.
- Success initiating or managing similar types of programs.
- Content knowledge/expertise in one or more of PLCC’s goal areas.
- Ability to distill complex issues, needs, opportunities and challenges into succinct and coherent problem statements, decisions and strategies.
- Demonstrated commitment to racial and economic equity and to working in collaboration with cross-sector partners.
- Excellent written and verbal communication skills, including group facilitation.

### **ABOUT THE PURPLE LINE CORRIDOR COALITION:**

The Purple Line Corridor Coalition (PLCC) works to leverage Maryland’s largest transit investment in the 21<sup>st</sup> century, the Purple Line Light Rail scheduled to open in late 2022, to increase access to good jobs and vibrant communities, to preserve and grow local small businesses and housing choices, and to ensure that the Purple Line creates equitable, sustainable, and culturally appropriate development that enhances the livability of

communities along the corridor. Timely, strategic action is essential for systems level change to uplift all communities along the 16-mile Purple Line corridor.

PLCC believes achieving our long-term vision calls for the following elements that can lead us to needed, systemic change:

- A **collective impact strategy** that works across sectors, issues, and municipal lines.
- A **new system of capital flows** that perpetuates equitable, sustainable, and inclusive development, capitalizes on investment approaches (e.g., Opportunity Zones), and tracks investments along the line.
- **Policy changes** that leverage existing resources and tools, while also putting in place new tools that can create a supportive enabling environment for the results we seek.
- A **collaborative** made up of grassroots, community-based groups, high-capacity intermediary groups and political leaders and agencies in which ideas and solutions are created alongside and vetted by community members, but also informed by policy leaders and technical experts so that strategies are feasible and sustainable.
- An **ecosystem of community-based organizations** and local leaders who ensure that community culture, neighborhood amenities, housing affordability, natural systems and other elements that provide a high quality of life throughout the corridor are strengthened, and not eroded.

PLCC led the creation of ***Pathways to Opportunity: A Community Development Agreement for the Purple Line Corridor (CDA)***, signed in 2017, which articulates a collective vision for vibrant economic and community development along the 16-mile corridor and advances strategies to achieve that vision through the collective pursuit of the four shared goals.

A public-private-community collaborative of more than 40 organizations that engages hundreds of stakeholders, the PLCC is led by the University of Maryland's National Center for Smart Growth in close collaboration with local and regional partners. Since its establishment in June 2013, the PLCC has conducted extensive place-based research, led the creation of the community development agreement and served as a forum for stakeholder collaboration. Visit [www.purplelinecorridor.org](http://www.purplelinecorridor.org) for more information.

### **Apply**

*Posting closes August 16, 2019. Interested candidates should submit a cover letter and resume (limit to 2-3 pages) by uploading to the UMD job posting at <https://ejobs.umd.edu/postings/72068>. Applicants will be reviewed on a rolling basis. The position is expected to be filled by early September.*