



SEARAC

JOB DESCRIPTION

Campaign Manager

OVERALL ROLE

The main responsibility of the Campaign Manager is to manage and execute field campaigns guided by relationship building and strong data analysis and to assist in community education initiatives. They will also be the lead for managing SEARAC's key coalitions for immigration, education, aging, and CA work as needed. They will develop and implement comprehensive plans that include campaign execution, training, social media, and digital organizing to educate and mobilize SEARAC constituents on SEARAC's campaigns. They will also inform the development of SEARAC-led and joint campaigns with local and state partners and community resources to support the needs shared by partners.

The ideal candidate will have a combination of experience developing and executing campaign strategy, strong project management skills, and a proven ability to foster deep relationships with multiple, diverse community stakeholders.

They report to the Director of Field and are a member of the Field team, which also consists of a Program Manager.

SEARAC's office is headquartered in Washington, DC with a satellite office in Sacramento, CA. The candidate will ideally be based in the Washington, DC -metro area or California. Exceptional candidates will be considered in other locations.

RESPONSIBILITIES

Campaign management

- Lead the coordination and implementation of all campaigns ranging from issue-area education and mobilization campaigns to civic engagement initiatives with various goals (e.g. increasing community awareness, demonstrating community demand, educating policy makers, and mobilizing to action).
- Lead the development and implementation of work plans to meet campaign goals.
- Develop resources for community mobilization campaigns (e.g. mobilization toolkits, issue-area explainers).
- Lead the process of creating messaging on specific campaigns and issues.
- Assist in creation of new CRM and evaluate responses and outcomes for campaigns.

Community engagement

- Develop partnerships with national, state, and local organizations in key states related to

campaign priorities.

- Participate in coalition calls and policy convenings to provide campaign support/perspective as needed.
- In coordination with the field and policy teams, be deployed as a SEARAC campaigner to build relationships with, mobilize, and expand SEARAC's base.
- Lead SEARAC coalition calls to provide field support/perspective as needed with support from field and policy staff as appropriate.
- Lead execution of campaigns related to community education including Diverse Elders Coalition virtual-teletownhalls, data equity, and New Way Forward.
- Lead in the creation of SEARAC community resources as it pertains to community education.
- Lead development and implementation of work plans to meet local and state partnership and coalition goals.
- Be deployed as a SEARAC educator to educate and expand SEARAC's base in coordination with the field and policy teams.

Supervision

- Manage volunteers and interns as needed.

Financial Management

- Monitor campaign budgets including education, immigration, aging, and other rapid response campaigns as they emerge.
- Develop and disburse sub-grants to education, aging, immigration, and California partners as needed and monitor sub-grant reporting and outcomes in collaboration with field and policy team members.

Other

- Work with SEARAC staff and board members as necessary to reach SEARAC's vision and mission.
- The Campaign Manager may have other duties as specified by the Director of Field and / or Executive Director.

EXPERIENCE/SKILLS REQUIRED

- Experience and cultural competence working in the AAPI community in a social justice context.
- Ability to plan and execute issue-based and advocacy campaigns to effectively drive mobilization.
- Demonstrated ability to build trusted relationships with diverse stakeholders.
- Ability to work effectively across diverse and marginalized communities, and to bring in allies from across diverse communities.
- Solutions oriented, with a lens of possibility and abundance as opposed to negativity and scarcity.
- Strong organizational and communication skills (particularly verbal and interpersonal).
- Ability to prioritize work appropriately and adapt to changing priorities.
- Ability to excel both independently and collaboratively.
- Open to learning and growing with a small, dynamic and fast-paced organization.
- Ability to work flexible hours and travel.
- Bachelor's degree or equivalent work experience required.

EXPERIENCE/SKILLS PREFERRED

- Facility and savvy of social media tools including Twitter, Facebook, LinkedIn and Instagram.
- Salesforce database, Action Network and other CRM platforms knowledge.
- Group facilitation and training.
- Familiarity with the federal and state legislative process, and experience communicating with policy makers.
- Strong written and interpersonal communication skills.

EDUCATION

- B.A. or equivalent four-year degree required.
- An equivalent combination of education and experience may be accepted as a satisfactory substitute for the specific education and experience listed above.

COMPENSATION

Salary range \$65,000 - \$75,000 dependent upon experience. Strong benefits package including 100% employer covered medical insurance, 403(b) retirement fund with match of up to 3% of an employee's annual salary, 10-week sabbatical leave upon completion of 5 years of employment, and 4 day / 32 hour work week.

Application Deadline

Priority deadline: January 3, 2022

Preferred start date: February 28, 2022

Note: SEARAC's offices are closed for the holidays from December 17, 2021 – January 2, 2022. Selected candidates should expect to hear back from us the first week of January for first round interviews to be conducted no earlier than the week of January 10, 2022.

Application Process

Those interested in this position may apply by submitting a letter of interest, a current resume, and a brief writing sample (no more than 3 pages). Electronic application packages are encouraged and should be sent in **PDF format** to application@searac.org. Please include "Campaign Manager" in the subject line of emails.