Director of Campaigns & Organizing

Position: Full-time, exempt
Reports to: CEO
Supervises: Parent Leadership Manager, Community Advocacy Coordinator

Compensation: $75,375- $93,000. Salary commensurate with experience. Generous benefits include health, dental, paid time off, retirement with organizational match, and flexible workplace.

Our Mission: The Children’s Agenda advocates for effective policies and drives evidence-based solutions for the health education and success of children, especially those who are most vulnerable because of poverty, racism, health inequities and trauma.

POSITION OVERVIEW: The Director of Campaigns & Organizing advances our priorities for public policy and funding changes by mobilizing community members to take advocacy actions, with a special focus on parents, grandparents, guardians and caregivers in the greater Rochester region. This is a new and senior-level position within The Children’s Agenda.

KEY RESPONSIBILITIES:

MANAGEMENT AND SUPERVISION
• Supervise organizing team members by providing direction, input, and feedback. Conduct annual performance reviews, set goals, develop workplans, and ensure accountability. Provide coaching and arrange training opportunities for professional development of each member of the team;
• Develop and periodically update materials and trainings on advocacy and mobilization skills for staff and community members;
• Ensure that all work is delivered consistent with goals, on-time, within scope, and within budget;
• Provide regular reports to members of the TCA staff and Board of Directors;
• Participate in the development and implementation of the organization’s communications plan.

TEAM CULTURE AND SYSTEMS
• Coordinate issues, projects and teamwork for maximum organizational impact;
• Manage timelines and resources needed to achieve organizational goals;
• Proactively advance equity outcomes: Identify decisions, policies, or practices that have disparate impacts based on identity, and make changes to operationalize equity, in recognition of the ways that race, gender, and other identities intersect in the work, especially with communities we serve;
• Help foster staff team comfort talking about identities such as race, ethnicity, sexual orientation, class, ability, or gender in plain, specific terms. Promote understanding of the historical context for racial inequity and its present-day implications.
COMMUNITY OUTREACH/ENGAGEMENT

- Contribute to the development of short- and long-term campaign strategies to achieve policy and funding changes on the issues The Children’s Agenda tackles.
- Oversee development and implementation of the organization’s grassroots mobilizing strategies;
- Identify opportunities to address inequities in child outcomes due to systemic racism, socio-economic and health status;
- Build and help coordinate trusted relationships between TCA and key stakeholders, including organizational representatives, policymakers, and community leaders;
- Represent TCA and oversee other staff’s representation of TCA at community events, panels, and news conferences; respond to media requests as needed;
- Help grow and maintain a database of key contacts, organizational partners, and grassroots advocates.

Other duties as assigned.

EDUCATION AND EXPERIENCE:
This position requires experience in successfully leading a grassroots campaign on issues, elections and/or coalitions. This position requires experience that is normally developed through a Bachelor’s program, though applicants who have developed similar skills through an alternate pathway are encouraged to apply. Experience in and comfort communicating with diverse parents, grandparents, guardians and caregivers; familiarity with social change strategies; experience in diverse coalition-building, supervision, working in a team environment and event management; strong communications, organizational and interpersonal skills.

REQUIRED SKILLS AND CHARACTERISTICS:
- Highly collaborative style;
- Strong skill and experience in mobilization and supervision;
- Experience developing and implementing grassroots organizing and advocacy strategies;
- Excellent writing/editing and verbal communications skills;
- Strong interpersonal skills and demonstrated ability to maintain relationships with individuals from diverse backgrounds;
- Self-starter, high level of initiative, independent;
- Energy, enthusiasm, and passion for children’s development and related issues;
- Detail-oriented and diligent in follow through;
- Team player, well-organized, and collaborative;
- Embraces diversity, inclusion, and equity;
- Holds an active NYS Driver’s License and has reliable, available transportation;
- This position is not remote and requires flexibility in work hours including some evenings and weekends as well as some travel.

THE CHILDREN’S AGENDA, INC.
IS AN EQUAL OPPORTUNITY EMPLOYER