**SAMPLE JOB DESCRIPTION**

**Campaign Director**

**Youth Justice & Alternatives to Incarceration**

**Project Overview:**

A new campaign formed by in **[state]** is hiring a campaign manager to lead an issue-based campaign to build public support for alternatives to incarceration for youth.

**Responsibilities:**

**Campaign Management and Strategy:**

* Facilitate the creation of a statewide campaign plan.
* Oversee day-to-day campaign operations.
* Publicly represent the campaign at national, state and local forums, conferences, and meetings.

**Communications Management:**

* Oversee communication consultant activities including social media, outreach materials, website and media training for spokespersons.
* Lead campaign efforts to build strong relationships with media.
* Recruit campaign spokespersons.

**Project Management:**

* Plan and lead regular meetings among steering committee members and campaign members.
* Develop and implement a strategy for engaging campaign members.
* Develop and implement a strategy for engaging key high-profile stakeholders across the region.
* Manage Field Organizer(s) and Volunteers.
* Serve as main liaison with national partners and allies in other states.

**Qualifications:**

The ideal candidate for this position has a deep commitment to children and youth, civil rights and racial justice issues; significant campaign experience; excellent organizing skills; and the ability to work well with partners, members, and allies. We're looking for a strategic thinker and strategist who has strong campaign instincts and organizing talent. Strong writing skills are a plus.

**How to Apply:**

Interested applicants should apply below with a resume, cover letter, and writing sample (3 pages or less). Formerly incarcerated individuals and people of color are encouraged to apply.

**Compensation:**

Salary is commensurate with experience. This is a full-time, exempt, temporary position.