

JOB ANNOUNCEMENT

Position: Campaign Manager

Reports To: Steering Committee of Funders for Safety & Justice in California

The Funders for Safety & Justice in California are launching a new 3-4 year campaign to reduce California's costly overreliance on incarceration, with an emphasis on individuals incarcerated for non-violent offenses and those who pose little or no risk to public safety. The intent of this effort is to create an initiative grounded in strategic partnerships that can accelerate the change made possible by the current policy and budget environment in order to reduce the number of lower-risk individuals incarcerated in California prisons and jails. The Campaign Manager will lead all aspects of this initiative.

In order to accomplish substantial reductions in levels of incarceration, the Campaign will work to promote sentencing reform and advance other systemic policy reform at the state level and, secondarily, in target counties. The Campaign will also work to expand the use of alternatives to incarceration, including community corrections, community-based supervision, drug treatment, mental health treatment, community service, workforce development, and other evidence based practices and to reduce the re-incarceration of formerly incarcerated individuals for probation and parole violations and. Housed as a project of Tides, the Campaign is supported by the Funders for Safety & Justice in California, which includes, among others, the California Endowment, California Wellness Foundation, Fund for Nonviolence, Open Society Foundations, Public Welfare Foundation, Rosenberg Foundation, and Women's Foundation of California. The core funders have developed an annual campaign budget of \$3 million per year for four years. That budget encompasses: five full-time staff positions; technical assistance to counties; contracts for communications, polling and other services; background research and development of research briefs; and the production and placement of paid media. The funders group will also make additional grants to key organizations partnering with the Campaign. Building on lessons learned from the Texas Criminal Justice Coalition's successful advocacy work, this is the first time a criminal justice reform effort of this size, scope and duration has been created in California.

CAMPAIGN MANAGER POSITION SUMMARY

The Funders for Safety & Justice in California seek a highly effective individual with excellent coalition building and advocacy abilities to serve as the lead for this ground-breaking campaign. This person will manage the entire operation of this California Campaign. Responsibilities include developing campaign priorities, strategies and timelines, overseeing campaign organization, staff hiring and management, coalition building and coordination, developing and

implementing effective communications strategies and tactics, and reporting the outcomes of these efforts. This position will provide campaign program and operational oversight to ensure all functions run smoothly and efficiently. The Campaign Manager will report regularly to a small steering committee comprised of some of the participating donors. This is an exempt, management position.

ESSENTIAL JOB RESPONSIBILITIES

1. Designs, directs, and implements the campaign plan. Monitors progress of all operations against plan goals, and adjusts campaign plan and goals to respond to shifting opportunities. Produces periodic reports demonstrating the effectiveness of and lessons learned from all campaign activities.
2. Forges and institutionalizes working relationships with key campaign partners:
 - expands the role of leaders in law enforcement, organized labor, crime survivors, faith, civil rights, health, education, and other constituencies;
 - engages current criminal justice reform advocacy organizations as key partners;
 - manages all campaign-related operations, and;
 - ensures the achievement of campaign goals, smooth operations, and exceptional relationships with multiple stakeholders.
3. Defines roles and negotiates contracts with all contractors, sub-grantees, consultants, and staff.
4. Hires and manages campaign staff.
5. Directs and collaborates with marketing and communications staff on campaign-related collateral materials and events, ensuring timeliness, accuracy and consistency of message in all activities.
6. Manages budget preparation, monitoring and reporting for all campaign activities, ensuring appropriate tracking and financial efficiencies.
7. Plans and implements relevant staff, coalition and committee meetings.
8. Develops Campaign policy proposals and identifies vehicles through which policies can be adopted through the state budget, legislative, regulatory and other vehicles. Works with executive level criminal justice leaders and legislative representatives to draft and advance legislation necessary to effect penal code changes to accomplish the campaign's goal of systemic criminal justice reform in California.

REQUIRED QUALIFICATIONS

1. A Bachelor's degree is required. A law degree or other relevant advanced degree or comparable experience is preferred.
2. At least five years of electoral and/or legislative campaign management and/or policy advocacy experience, including experience with statewide campaigns, government, or non-profit leadership.
3. Demonstrates interest in and knowledge of California criminal justice reform issues. Candidates do not need to be criminal justice experts, but must have facility in working with subject matter experts, understanding and distilling complex information into policy and communications strategies.
4. Demonstrates understanding of the state's process of policy reform and California's political climate and dynamics on criminal justice.
5. A deep commitment to social justice and civil rights.
6. A proven track record in coalition building, grass roots or field campaign organizing, messaging, and public speaking.
7. Experience in budgeting and financial oversight in a nonprofit setting.
8. Strong ability to work with diverse communities and build and lead a team.
9. Proven ability to develop and maintain strong relationships with donors, diverse coalition members and constituents.
10. Ability to successfully handle multiple tasks with proven organizational skills.
11. Ability to strategically assess the strength of policy opportunities in a fluid environment and determine if and when to pivot to new campaign targets.
12. Demonstrates ability to take initiative, work independently and be detail-oriented.

DESIRED SPECIAL SKILLS AND ABILITIES

1. Existing positive relationships with statewide policy-makers and leaders from such sectors as law enforcement, organized labor, crime survivors, faith, civil rights, health, education, etc.
2. Ability to work effectively with different styles of leadership.
3. Ability to oversee media purchase, production, and media relations.

4. Ability to manage data in order to assess effectiveness and devise strategic plans.
5. Ability and willingness to travel within the state and to work evenings, weekends or irregular hours as necessary.

TO APPLY

Please send:

1. A cover letter indicating your match to the stated job requirements;
2. Your resume;
3. 3-5 professional references, and;
4. A sample campaign plan or advocacy work plan that you have designed and successfully implemented.

Applications should be received no later than October 31, 2011. Applications should be sent to jobs@tides.org with a reference to the job title, "Campaign Manager", in the subject line. Alternatively, applications can be mailed to:

Tides
Attn: HR – Campaign Manager application
P.O. Box 29198
San Francisco, CA 94129

We promote Equal Employment Opportunities and Affirmative Action.