



MovementStrategyCenter

## CAMPAIGN COORDINATOR JOB DESCRIPTION

### POSITION OVERVIEW

PWN USA leads campaigns to mobilize our members, base, and voters in key areas across the country. The **Campaign Coordinator** is responsible for organizing and carrying out campaign strategies at Positive Women's Network-USA, which includes integrated voter campaigns.

The Campaign Coordinator will work as part of the Organizing team, and will report to the Program Director-Organizing. (\$60K+ based on experience and skills; full-time, exempt)

### ABOUT POSITIVE WOMEN'S NETWORK USA

**Positive Women's Network (PWN)** is a national reproductive justice organization led by and for women and trans folks living with HIV. We are building long-term relationships with a growing and engaged base on issues that matter most to our constituency: racial justice, healthcare, HIV policy, LGBTQ+ rights, reproductive justice, decarceration, and robust social services that promote dignity for all people. We are a fun, passionate, and collaborative, majority BIPOC team.

As a national membership body of women and people of trans experience living with HIV, we are dedicated to building power for our base: communities most impacted by the U.S. HIV epidemic (Black and Latinx, low income and working class, LGBTQ+) with a focus on women and transgender people living with HIV.

We build power through leadership development, movement building, issue-based and electoral organizing, and intersectional policy advocacy to advance liberation for our communities. PWN USA is the only organization in the United States led by people living with HIV that runs a data-driven campaign. Since 2018, PWN-USA has been focused on mobilizing voters during legislative sessions in various states across the United States, as well as field campaigns: voter education, supporter issue ID, and voter turnout during the primary and general elections.

We are a non-traditional HIV organization committed to building power for our constituency, and our policy approaches and workplace culture reflect that.

#### **About the PWN Campaign Coordinator Position**

The PWN Campaign Coordinator organizes to advance the key issues and strategic goals of the Positive Women's Network USA network through campaigns in key priority areas.

The Campaign Coordinator works closely in collaboration with member leaders in key states to support member leadership, build member skills, and ensure that our campaign plans uplift member knowledge and priorities. With a fierce, fun, and inspiring membership that is directly impacted by HIV, the ideal candidate should be excited about working in partnership with PWN USA members to build and implement campaign strategies that intersect with issue-based advocacy, community organizing, base building, leadership development for our constituency, and integrated voter engagement.

PWN leads integrated voter engagement to build power. This means, we work in a cycle that includes year-round base building, leadership development, voter and base education, supporter identification



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and engagement, legislative advocacy, policymaker engagement, and voter turnout. We are building long term relationships – instead of just working on turnout during electoral campaign cycles – with a growing and engaged base on issues that matter most to our constituency: healthcare, HIV policy, LGBTQ+ rights, reproductive justice, decarceration, and robust social services that promote dignity for all people.

As an organization that is responsive to a national membership base, the PWN USA must be flexible and adaptive to address emerging issues impacting our membership. We prioritize candidates who come with strong progressive values, organizing experience in communities of color, and who are able to think on their feet to adapt organizing and campaign strategies in the moment. We are also an organization that believes in the need for rest and sustainability for organizers. In addition to the paid time off and benefits listed below, we provide additional paid time off after major projects such as campaigns and/or between major organizational activity cycles.

Responsibilities include, but is not limited to:

- Works closely and well with all PWN members.
- Coordinate members on the ground.
- Manage partner relationships on the ground in states we organize in, including civic engagement partnerships
- Safety and security deescalation training especially in door to door canvassing
- Research and identify opportunities for chapters community involvement related to campaign issues
- Support in developing campaign strategy, management and execution
- Plan and execute paid and volunteer canvass, phone banks, relational organizing and base building events
- Identify opportunities for chapters community involvement related to campaign issues
- Lead Issue ID and GOTV campaign strategy, management and execution
- Manage VAN data
- Manage data and digital tools
- Plan and execute paid and volunteer canvass, phone banks, relational organizing and base building events
- Recruit, hire, onboard, train and manage campaign staff and volunteers
- Support in writing scripts including canvass and predictive dialer and text bank scripts to sync with VAN
- Develop and deliver relevant trainings and skills-building opportunities
- Collaborate with policy team and other staff to support ongoing issue-based organizing and legislative advocacy
- Monitor, document, evaluate and report on activities
- Develop materials and collaterals to support activities as needed
- Other duties as assigned

### **Supervisory Responsibility**

Supervises campaign staff and field staff.

### **Expected hours of work**

This work is on a campaign schedule and requires flexible hours, with availability in evenings and on weekends as needed, especially during GOTV and high levels of campaign activity. Hours will be



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determined in consultation with the supervisor based on need.

### **Travel**

This role requires some travel—approximately 5-10% domestically and ~30-50% locally. Travel includes attendance at national conferences, in person staff retreats, community and partner meetings. Travel schedules are communicated in advance wherever possible.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

### **REQUIRED QUALIFICATIONS**

#### ***Constituency, Values and Issue***

- Demonstrable experience working or volunteering to build power with Black communities, communities of color, and/or low-income communities
- Commitment to reproductive justice, healthcare access, LGBTQ+ rights
- Ability to break down complex concepts and communicate clearly with people with varying levels of formal education

#### ***Campaign Planning, Strategy and Execution***

- Ability to create, monitor progress on, and update a campaign plan
- Excited about co-creating an innovative voter engagement plan that cultivates leadership of a grassroots base
- Experience with volunteer and staff management
- Experience managing and leading phone banks
- Experience managing door to door canvasses and phone banks
- Experience with deescalation and safety

#### ***Technical Skills***

- Proficiency with VAN: able to pull lists, cut turf, analyze data, run reports
- Experience utilizing CRMs to manage data and communicate with a base
- Experience developing phone scripts for a predictive dialer using logic in ThruTalk or similar tool
- Skilled in creating and utilizing spreadsheets and PowerPoints

#### ***Other***

- Access to stable internet access (stipend provided)
- Ability to work long and irregular hours, including nights and weekends during campaigns and campaign prep
- Excellent written and verbal communication skills
- Self-directed, highly motivated
- Detail oriented
- Strong coaching skills and organizational skills
- Comfortable with a primarily remote working environment
- Strong people skills and high emotional intelligence



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### **Preferred Qualifications**

- Relational organizing experience
- Experience with legislative advocacy and/or lobbying
- Knowledge of VAN, ability to use Canva

### **People encouraged to apply include:**

- People living with HIV
- People living in Philadelphia, PA
- People of color
- LGBTQ+ people

### **Position Type and Compensation**

- 1 FTE, exempt position, starting at \$60,000+ based on experience and skills
- MSC's generous 100% FTE benefits package includes:
  - 20 days vacation leave per year;
  - 12 standard holidays and 2 personal days per year;
  - 12 sick days per year;
  - 1 week paid MSC family and medical leave after one year of service; an additional week of paid leave for each additional year of service, up to 4 weeks;
  - Medical, vision, dental for employees and dependents (requires 30 day waiting period and a per paycheck employee contribution);
  - 100% employer sponsored basic life, short-term and long-term disability insurance coverage;
  - Access to a 403b retirement plan.
  - Access to FSA and Commuter Benefits.
  - No phone calls or emails please.

### **HOW TO APPLY**

Submit a resume and a brief cover letter sharing your interest and alignment with PWN-USA's mission to [info@pwn-usa.org](mailto:info@pwn-usa.org). Applications will be reviewed on a rolling basis until the position is filled.

### **PWN-USA IS A FISCALLY-SPONSORED PROJECT OF MOVEMENT STRATEGY CENTER (MSC)**

Movement Strategy Center (MSC) is the fiscal sponsor of PWN USA. MSC is an equal opportunity employer that does not discriminate on the basis of race, color, religion or belief, disability, gender, nationality, ethnicity, sex (including pregnancy, childbirth, or related medical conditions), gender identity or expression, sexual orientation or any other status protected by law. PWN-USA is a values-based organization with a deep commitment to racial, gender, and economic justice. Black women, people of color, LGBTQ+ people, and people living with HIV are especially encouraged to apply.