



CAREER OPPORTUNITY

Statewide Public Education Campaign Director

The New Jersey Citizen Action Education Fund, (NJCAEF), has an exciting opportunity and an immediate opening for a **Statewide Public Education Campaign Director** to lead a 3-5 year organizing campaign to build and coordinate a statewide public education reform coalition that can mobilize a diverse array of stakeholders from across the state, including urban/suburban areas, low, moderate, middle and high income parents and residents, business leaders, educators, faith-based and civil rights groups, Hispanic organizations, and advocates to educate and mobilize the public, policymakers and opinion leaders on the need to advance strong public education initiatives in the areas of quality, accountability and equitable financing.

NJCAEF is a non-profit organization founded in 1983 to empower low- and moderate-income residents through research, education and training on public policy issues important to working families and seniors. Citizen Action goals are to promote economic and social justice and seeks to advance policy initiatives through collective action in diverse communities throughout New Jersey.

Examples of Work:

- Lead efforts to develop a multi-year campaign that seeks to establish a statewide coalition working to sustain and improve New Jersey's K-12 Public Education System.
- Develop and support a coalition leadership team that will collaboratively identify policy priorities, set measurable goals and targets, and develop strategies, timelines and operational plans and functions for the campaign so as to achieve these goals and objectives.
- Implement a multi-faceted statewide public education campaign that incorporates coalition building, policy analysis, grassroots organizing and communications components.
- Manage all campaign-related operations within the general campaign function, ensuring the achievement of organizational campaign goals, smooth operations, and exceptional relationships with coalition and community constituents.
- Hire, supervise, develop all professional campaign staff and consultants, and ensure that performance goals are achieved.
- Meet with policymakers, regulators, opinion leaders and campaign funders.
- Assist in the development of campaign budgets.
- Assist in the development and maintenance of new and current funding sources.
- Prepare and/or review written materials including reports, studies, position papers, pamphlets, brochures, correspondence, press releases, and other organizational materials.
- Determine when goals are at risk of not being met, identify causes and, when needed, take appropriate steps to fix any problem in ways that keep the campaign on course.
- Regularly assess and report back on planning and campaign progress and results.
- Represent the organization at events, legislative hearings, press conferences and other venues.

Knowledge and Abilities:

- Committed to organization's mission.
- Knowledge and experience in public education and/or a demonstrated understanding of current events in education reform. Experience within New Jersey's education system is ideal.
- Demonstrated ability to set short- and long-term planning goals in line with program strategy. Ability to analyze budgetary information and assess organizational capacity. A task-oriented style, with focus on achieving clear and ambitious goals. Demonstrated ability to meet multiple

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deadlines by maintaining a high level of organization. Able to develop and move projects forward with a high degree of independence and autonomy.

- Outstanding demonstrated success building, cultivating and stewarding new relationships leading to measurable results i.e., expanding base of coalition partners.
- Excellent written and oral communications skills, including an ease in briefly summarizing the essence of issues and means to address them. Strong oral, presentation, facilitation and written communication skills such that complex ideas, thoughts and concepts are clearly articulated for a general audience.
- Demonstrated success working collaboratively and cooperatively with others. Strong leadership, consensus building skills.
- Excellent supervisory skills
- Versatile, quick learner.
- Ability to complete work in a fast-paced environment.
- Excellent computer skills.

Required Education and Experience:

- Minimum of four years organizing experience in community, business, labor, education, church or student organization(s), at least one year of which must include responsibility for a campaign.
- A Bachelor's Degree from an accredited college or university.
- Knowledge of New Jersey's public education system, and its fiscal and political environment.
- Car and valid NJ driver's license and insurance required.

Compensation: Competitive, based on experience. Attractive benefits package.

To Apply: Email, fax or mail cover letter and resume by September 15, 2011 to:

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NJCAEF is an equal opportunity employer. Women and people of color are strongly encouraged to apply.

*For more information about the New Jersey Citizen Action Education Fund go to:
www.njcaef.org*