



Job Title:	Senior Director of Campaigns
Reports to:	Chief Programs Officer
Location:	Brooklyn, NY; some travel throughout the US might be necessary (<20%)
Status:	Full-time
FLSA Status (OT eligibility):	Exempt

ABOUT GIRLS FOR GENDER EQUITY

Girls for Gender Equity (GGE) is an intergenerational advocacy organization committed to the physical, psychological, social, and economic development of cisgender (cis) and transgender (trans) girls and women of color and gender nonconforming/non-binary (GNCNB) youth of color. GGE challenges structural forces -- racism, sexism, transphobia, homophobia, economic inequality -- that work to constrict the freedom, full expression, and rights of trans and cis girls and young women of color and GNCNB youth of color.

GGE began in response to community needs for girls of color to have safe and equitable fitness and leadership development programming. The rape of an 8-year-old Black girl on her way to school in Bedford-Stuyvesant, Brooklyn led GGE to become a nonprofit organization in 2002, addressing the root causes of gender-based violence and promoting gender equity, human and civil rights for young people of color. GGE is continuing to expand as the needs of our constituents and our base of supporters grow.

GGE's work is grounded in intersectional Black feminism, positive youth development, strengths-based, eco-systemic social work practice, and popular education theory. Our theory of change articulates our efforts to cultivate a culture and environment in which cis and trans girls of color and GNCNB youth of color are equitably supported to live free, self-determined lives; eradicate institutionalized barriers to gender equity, and dismantle all systems of oppression. We ultimately believe in and work toward a world where cis and trans girls of color and gender non-conforming/non-binary youth of color are free.

POSITION

GGE is seeking a full-time **Senior Director of Campaigns** to join our team. This position will utilize organizing, policy and activism strategies to harness and mobilize the cultural clout, creativity, and energy of young cis, trans and non-binary youth of color, and their allies, to run campaigns that support GGE's mission.

This is a remarkable position for an effective and experienced campaigner who has driven social justice issues and/or political candidates at the city, state and federal level forward, with a particular focus on anti-racist, feminist/womanist/queer issues and communities. This role will initially be focused on building upon our existing community and relationships across New York State and building a strategy for GGE to grow its capacity to engage in movement building and activism. The role will also feed into the extension of the organization's programming in select cities across the country.

This position will work with the Campaigns and Leadership teams to:

1. Serve as the primary campaigner for both proactive political and legislative strategies, as well as rapid response efforts focused on issues related to cis, trans and nonbinary youth of color;
2. Identify and carry out local, statewide and in some cases, national campaigns;
3. Work with outside organizations to maintain, expand and energize our organizing efforts, specifically integrating the protection and freedoms of youth of color across all issue campaigns and organizing efforts;



4. Supervise and serve as a thought partner with the Director of Policy & Director of Organizing, ensuring that high-quality policy work complements GGE's organizing strategy;
5. Ideate, design and execute a host of digital and in-person organizing tactics for campaign-oriented communications, mobilization, and activism;
6. Lead public mobilizations including rallies, public events, and/or participation as partners in large scale events.

The Senior Director of Campaigns will supervise the Campaigns team, overseeing both Policy and Organizing work. This role will also be responsible for the oversight of various vendors and consultants.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Political & Campaign Strategy

- Understanding of New York City, New York State and national political landscape, with particular attention to racial and gender equity;
- Ability to read and assess the current political landscape and make strategic choices about GGE's organizing and policy tactics;
- Familiarity with legal frameworks for 501c3 and 501c4 eligible activities.

Policy & Government Relations

- Drive GGE's policy and lobbying strategy at the city, state and federal level in strategic and timely moments through the legislative session;
- Ensure that GGE's policy strategy meets the movement moment;
- Serve as the senior point of contact for all elected officials, bringing in Executive staff into engagements as appropriate.

Basebuilding & Grassroots Organizing

- Drive a local and statewide organizing strategy to build political power in service of GGE's campaigns;
- Develop leadership skills of potential members and supporters of GGE's campaigns;
- Provide individualized support and development for emerging leaders, with particular attention to young people.
- Drive rapid response mobilization efforts in partnership with staff;
- Familiarity with a range of tools to help organize GGE's base online, including but not limited to CRM, SMS and emerging products to mobilize supporters.

Coalition Engagement & Grassroots Organizing

- Build and run effective coalitions of organizations that support cis and trans girls of color and GNC/NB youth of color
- Maintain relationships with organizational leaders and counterparts at partner organizations.

Program Planning & Fiscal Management

- Reconcile all programmatic monthly expenses against accounting records.
- Work with the Development and Finance teams to plan program budget, track expenses and report on key activities for the purpose of fundraising and securing resources for GGE's work.

Management & Supervision

- Experience leading and supervising a team of policy and organizing professionals.

EXPERIENCE, SKILLS & QUALITIES

Experience



- Experience running and winning electoral or legislative campaigns at the municipal, state or federal level;
- Experience ideating and executing a campaign from start to finish;
- Experience building, expanding and activating a base in service of campaign goals;
- Experience supervising organizing staff.

Skills

- Stellar communication skills;
- Impeccable attention to detail, systems, and processes;
- Flexible, able to shift priorities and maintain a sense of perspective;
- Strategic and results-oriented collaboration with a leadership team;
- Ability to coach and support junior staff;
- Familiarity, comfort, and ability to thrive within a small, dynamic team environment.

Qualities

- Committed to advancing GGE's mission and work;
- Highly organized, self-motivated, independent worker who can prioritize tasks and manage multiple projects at once;
- Creative problem-solver who anticipates challenges and seizes opportunities for collaboration;
- Able to implement the vision, think strategically, exercise good judgment, and lead change;
- Initiative-taker with a strong work ethic and efficient, results-oriented approach; and
- High level of self-awareness and ability to give and receive feedback well.

DESIRED BUT NOT REQUIRED

Lived experience with school pushout, the youth justice/criminal legal system, navigating gender, gender identity, and/or racial equity issues.

COMPENSATION & BENEFITS

Starting compensation for this role is **\$90,000**. GGE's benefits & perks are outlined [here](#).

LIMITATIONS & DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required for the position. The team member may be required to perform duties outside of their normal responsibilities from time to time, as needed. For further details about GGE's mission, vision, and work, please visit <http://www.ggenyc.org>, and @ggenyc on Twitter and Instagram

HOW TO APPLY

All applications will be received via email. No phone calls or snail mail, please.

All applications must include (in PDF format):

- Resume
- Thoughtful cover letter (including how you became aware of this opportunity: job portal, referral, etc.) that speaks to experience running and winning electoral, legislative and/or issue-focused campaigns



E-mail applications to: JoinTheTeam@ggenyc.org
Subject Line: **Senior Director of Campaigns/YOUR NAME**

Applications will be reviewed on a rolling basis. The priority deadline for applications is November, 19, 2021.

GGE is an Equal Opportunity Employer. GGE provides equal employment opportunities to all employees, job applicants, interns, and volunteers without regard to race, color, religion, creed, political association, ancestry, sex, sexual orientation, gender identity or expression, marital or partnership status, national origin, immigration or citizenship status, age, military or veteran status, pregnancy, caregiver status, handicap or disability, genetic information or characteristic, unemployment status, arrest or conviction record, credit history, status as a victim or survivor of domestic violence, sex offenses, or stalking, or status in any group protected by federal, state, or local law in accordance with applicable law.