

Campaign Director

Reports to: Executive Vice President & Chief of Staff



PennFuture's mission is to lead the transition to a clean energy economy in Pennsylvania and beyond. We protect our air, water, and land, and empower citizens to build sustainable communities for future generations. Working throughout the Commonwealth, PennFuture's team of attorneys, policy experts, organizers, communications specialists, and advocates watchdog against polluters and environmental injustices, educate the public, and advance pro-environment policies.

INTRODUCTION:

PennFuture's Campaign Director (Director) leads PennFuture's campaigns and a staff team to carry out important, multifaceted projects around the Commonwealth. These campaigns typically bring together many of PennFuture's signature strategies—including policy, legal, communications, civic engagement, and field organizing—into one cohesive package of tactics to achieve the organization's strategic goals.

The Director's role is to lead and support a team of sophisticated campaigns managers as well as help shape the strategies and tactics in each of our regions. The Campaign team also oversees coalition efforts as well as maintains relationships with PennFuture constituents, civic leaders, grass top leaders, and decision makers. The Director is a senior staff member of the team.

This position will also serve an important role as a senior organizational leader in western Pennsylvania. PennFuture is executing important campaigns in the western regions of the Commonwealth that requires a senior presence and leadership role. This will include advising the organization on strategic decisions in western Pennsylvania, engaging with the media on regional issues, and representing PennFuture with regional civic, policy, and philanthropic leaders, as needed.

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND JUSTICE

PennFuture knows that to achieve our mission, we need to ensure that all Pennsylvanians have equitable access to clean air, clean water, a stable climate, and a clean and sustainable economy. We are committed to ensuring diversity, equity, inclusion, and justice in our organizational culture, policies, practices, and programs. Like the environmental and conservation movement writ large, we have historically fallen short in our efforts to build a truly equitable Pennsylvania. Our vision is to center equity and justice in everything we do as well as to combat systems of oppression and injustices that have long harmed Pennsylvania's environmental justice communities.

JOB RESPONSIBILITIES:

- Supervise regional campaigns staff—currently a team of six staff.
- Advise the organization on campaign issues in western Pennsylvania; Represent the organization with regional civic, policy, and philanthropic leaders.
- Elevate awareness of environmental threats and solutions in Pennsylvania, especially in how these disproportionately harm lower-income communities and communities of color.
- Engage and guide new advocates and existing groups into action on policy solutions that reflect PennFuture's policy priorities.

- Lead campaigns staff to build a diverse constituency to advocate for sound policy solutions to a range of environmental problems.
- Leverage PennFuture's legal, policy, civic engagement, communications, and field staff and expertise to support implementation of cohesive, integrated campaigns.
- Educate decision-makers and the general-public, including occasional lobbying of public officials and government agencies.
- Interpret complex scientific and policy information for consumption by target audiences through media work and writing fact sheets, reports, white/briefing papers, testimony, and other strategic communications.
- Craft and coordinate campaign e-mails, action alerts, website content, blog, and social media posts; draft, edit, and submit letters to the editor and other opinion pieces.
- Manage core campaign team grants, including writing proposals and reports.
- Other duties, as directed by their supervisor.

PREFERRED EXPERIENCE AND SKILLS:

- Strong commitment to PennFuture's mission and demonstrated commitment to and ethic for advancing environmental protection with vision and results
- Commitment to the values of diversity, equity, inclusion, and justice and employing that in all their work
- Proven leadership on environmental advocacy issues in western Pennsylvania
- Minimum of 5 years of relevant professional experience, including campaign management and advocacy campaigns.
- Proven success in campaign development, implementation, and leadership, with a demonstrated ability to develop strong, authentic relationships with BIPOC, low-income and immigrant communities preferred
- Exceptional written and oral communication skills
- Experience working with, or an enthusiastic willingness to learn how to work with, a diverse representation of stakeholders, advocacy organizations, and elected officials
- Ability to work quickly, independently, and proactively on project and campaign developments
- Ability to travel and to maintain a flexible work schedule; be willing to work some evenings and/or weekends, as needed

LOCATION, SALARY, AND BENEFITS:

This position is based out of PennFuture's Pittsburgh office. PennFuture has shifted to a hybrid work model with staff working in the office or in the field at least 3 days a week and working from home 2 days a week.

This is a full-time, exempt position. Salary range is \$70,000 - \$80,000. Benefits package includes health care, dental, vision, paid vacation, paid sick leave, paid holidays, and a 403(b)-retirement plan.

PennFuture encourages applications from individuals underrepresented in the environmental community, including people of color, and persons with nontraditional work and educational experience. All applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, or political affiliation.

PennFuture requires proof of vaccination against Covid-19 as a condition of employment but, in some circumstances, we may provide an exemption based on a medical condition that precludes vaccination or because of a deeply held religious conviction.

SUBMISSION:

The deadline to apply for this position is Monday, June 13, 2022.

Please submit your cover letter, resume, short 1-2 page writing sample, and contact information for three references to stepp@pennfuture.org. Please write “CAMPAIGN DIRECTOR” in the subject line. Phone calls will not be accepted.