

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) oversees PennFuture’s campaigns and a staff team to carry out important, multifaceted regional and local projects around the Commonwealth. These campaigns typically dovetail with many of PennFuture’s signature strategies—including policy, legal, communications, civic engagement, and field organizing—into one cohesive package of tactics to achieve our mission and goals in the strategic plan. The Director’s role is to develop and supervise these bold and sophisticated campaigns, coordinating with PennFuture’s other departments in support of the campaigns and vice versa.

The Director manages campaign staff who advocate for sound policy solutions to a range of environmental threats and develop and maintain relationships with PennFuture constituents, civic leaders, grassroots and grassroots leaders, and decision makers. They direct the campaign team in interpreting technical information and science for public consumption, advocating for effective conservation and environmental policies, and working with PennFuture’s staff to advance PennFuture’s strategic objectives. The Director also oversees PennFuture’s engagement in and leadership of statewide or regional coalition efforts.

The Director is a senior staff member of the team.

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND JUSTICE

PennFuture knows that in order 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:

- Manages the campaigns program and staff, including developing strategies that advance organizational priorities across the Commonwealth
- Work with campaigns team to develop and implement advocacy campaigns to support work that aligns with PennFuture’s strategic goals

- Elevate awareness of environmental threats and solutions to in Pennsylvania, especially in how these disproportionately harm lower-income communities and communities of color
- Engage and guide new advocates, existing organizations, and communities into action on policy solutions
- Lead campaigns staff to build a diverse constituency to advocate for sound policy solutions to a range of environmental problems
- Coordinate with PennFuture’s legal, policy, civic engagement, communications, and field staff and expertise to support implementation of cohesive, integrated campaigns
- Collaborate with and organize PennFuture’s partners, civic leaders, and grassroots and grasstop leaders to support implementation of campaigns, ensuring stakeholders represent communities of color, immigrant communities, low-income communities, and other traditionally underserved communities
- Educate decision-makers and the 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 campaigns 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 advancing environmental protection with vision and results
- Commitment to the values of diversity, equity, inclusion, and justice and employing that in all their work
- Minimum of 5 years of relevant professional experience, including campaign management, advocacy, or policy work
- Knowledge of and experience with environmental issues impacting Pennsylvania’s communities, with a preference for those issues that fall within PennFuture’s core mission and strategic plan
- 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 may be based out of any of PennFuture’s offices (Harrisburg, Philadelphia, Pittsburgh, Erie, or Mt. Pocono). Some telecommuting is an option for this position. *Please note that depending on the COVID-19 pandemic restrictions, PennFuture’s offices will be closed through at least July 6, 2021.*

This is a full-time, exempt position. Salary range is \$60,000 – \$70,000. 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.

SUBMISSION:

The deadline to apply for this position is Friday, April 23, 2021.

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.

