

<b>Job Title:</b> Campaign Strategist – Maryland, Eastern Shore	<b>Department:</b> Engagement & Mobilization
<b>Job Reports to:</b> Director of Engagement & Mobilization	<b>FLSA Status:</b> Exempt-Full Time - Temporary <b>Collective Bargaining Unit:</b> Eligible
<b>Pay Range:</b> \$68,000.00	<b>Location:</b> Based on Maryland, Eastern Shore

**TWENTY FOUR MONTH GRANT-FUNDED EMPLOYMENT OPPORTUNITY**

**THE ROLE**

**About the Position:**

The American Civil Liberties Union of Maryland /ACLU Foundation of Maryland seeks a talented community advocate, persuasive communicator and an experienced outreach professional to develop and support grassroots level initiatives that support engagement and mobilization goals of the organization as they relate directly towards advancing the ACLU’s broad and ambitious civil rights and civil liberties agenda including immigrant rights issues, as outlined in its strategic plan.

This is a full-time position with a guaranteed two-year term of employment. The position is based on the Maryland Eastern Shore.

The ideal candidate will help design and conduct sustained organizing campaigns at the grassroots level to build civic engagement and support existing networks with a particular focus on supporting directly impacted communities, community leaders, and their allies in efforts to win policies on the local level (city and county) for the Eastern Shore of Maryland that reflect the ACLU of MD's strategic priorities. The concentration of the work will be centered in the mid and lower Eastern Shore and will be pioneering work related to stimulating the objectives of disbursed and impacted populations such as immigrants in this somewhat isolated geographical area. The strategist will also be involved in supporting our broader civil rights and civil liberties organizing efforts. Therefore, this position may also support work that is focused in all of the counties east of the Chesapeake Bay and throughout the state of Maryland to support and meet organizational objectives. Under the direction and supervision of the Director of Engagement and Mobilization, the Campaign Strategist will also work closely with our organization's Communications, Public Policy and Legal departments, coalition partners and the ACLU National Office to help ensure we stay true to our strategic priorities.

**Essential Functions, Duties and Responsibilities:**

Develop and implement strategies to organize Marylanders in a specific geographic area, the mid and lower Eastern Shore, to work toward achieving our strategic objectives, including developing campaign plans, and turning goals and strategies into tactics, timelines and metrics. Forge and maintain key relationships in and with local community, decision-makers, and grassroots partners.

- ✓ During the legislative session, collaborate with the policy department in designing and implementing strategies to engage Eastern Shore residents who are directly impacted, community leaders, and activists in direct constituent advocacy around our legislative priorities. Provide activists and volunteers with support, information, guidance and training to effectively lobby policymakers to pass legislation. Work will also include strategic targeting of decision makers, submitting testimonies, setting up meetings with legislators, and using advocacy toolkits to email/call/and create social media posts.
- ✓ In collaboration with local coalitions, help design and implement strategic campaigns to engage the community in advocacy for winning policies on local, city, and county level.

- ✓ Support leadership development amongst members of the impacted communities so that they are empowered to lead, or co-lead their coalition alongside allies.
- ✓ Organize public events (rallies, town hall meetings, panel discussions, etc.) to mobilize impacted communities, ACLU members, and the public at large around local, city, and state-level priorities.
- ✓ In collaboration with the Communications, Public Policy, and Legal Departments, develop persuasive and informative outreach materials, including fact sheets, talking points, and sample letters-to-the-editor. Identify and recruit potential clients for impact litigation and potential speakers and witnesses for public hearings and press conferences.
- ✓ Work with advocacy technology tools, including implementing the best use of volunteer management software, social media, and digital outreach tools including text messaging & phone-banking software, to increase engagement.
- ✓ Manage several projects simultaneously and adjust strategy to frequently changing demands.
- ✓ Track programs' progress to goals, produce reports and highlights and adjust plans as necessary.

### **Management and Supervisory Responsibilities:**

This position is designated as a non-management position and does not encompass supervisory responsibility. The position may function as a team leader, monitor interns and volunteer work assignments as directed by their immediate supervisor for:

- ✓ Community volunteers
- ✓ Interns

### **Position Qualifications:**

#### Minimum Entry Requirements

- ✓ Demonstrated personal commitment to advancing the ACLU's values, mission, goals and programs, with an understanding of the range of civil rights and civil liberties issues and their implications through previous experiences.
- ✓ Demonstrated commitment to racial equity, dismantling white supremacy, and incorporating a structural power analysis into work. Must have knowledge and understanding of how power is manifested in matters of race, ethnicity, age, gender, sexual orientation, gender identity, gender expression, religion, ability and socio-economic circumstances.
- ✓ Bachelor's Degree or equivalent.
- ✓ A minimum between 3 to 7 years of experience in a similar position, or equivalent combination of education and experience. *(Relevant experience/education will substitute for required experience/education at a rate of one-year relevant experience/education per one year of required experience/education.)*
- ✓ Bilingual ability to interpret or translate non-English in a foreign language; preferably Spanish and/or French.
- ✓ A strong ability to contribute to ACLU-generated knowledge and expertise in support of community-generated initiatives and help make the law accessible and useful to disenfranchised communities. Ability to be proactive, understand the political landscape, and be able to work effectively on issues that require bipartisan support.
- ✓ Experience working in non-profit, advocacy or political organization.
- ✓ Some experience with the legislative processes in MD, advocacy and policy change tools, and awareness of the local political landscape.
- ✓ Analytic experience, negotiation, writing and oral advocacy skills, as well as the ability to articulate complex issues and communicate them respectfully and effectively to a variety of audiences.
- ✓ Demonstrate excellent research, strategic thinking and writing skills.
- ✓ Ability to think strategically and conceptually with a self-awareness to dismantle your biases in order to approach to solutions using a race equity lens.

- ✓ Recognize and define problems, collect data, establish facts, and draw valid conclusions in the context of a variety of situations with multiple variables, both predictable and unpredictable.
- ✓ Excellent written and oral communication skills, ability use professional judgment, and ability to practice patience.
- ✓ A demonstrated ability to work respectfully and effectively with coalitions and community groups, motivate volunteers, and work across the political spectrum.
- ✓ Willingness to take direction from directly impacted people and to contribute organizational knowledge in support of community-based initiatives, with the purpose of arming community members with tools to expand their access to the legal and political systems.
- ✓ Excellent interviewing or assessment skills with the confidence to ask tough questions and the empathy to understand hardship.
- ✓ Ability to give presentations and engage diverse audiences.
- ✓ Adaptable team player with the ability to engage various constituencies in a complex environment.
- ✓ Familiarity with Maryland Eastern Shore communities, state, and local government; awareness of racial equity and social injustice issues that impact our stakeholders and currently resides on the Eastern Shore.
- ✓ Make sound and timely informed decisions in complex situations.
- ✓ Superb organizational skills; detail-oriented with strong follow through to complete assignments. Creative, self-starting, willingness to learn, Ability to handle and prioritize multiple activities and responsibilities with deliberate time management skills and the ability to work under pressure.
- ✓ Demonstrate flexibility and adaptability in a fast-paced environment.
- ✓ Work independently with minimum direction while also working as part of a team and collaborating with others.
- ✓ Availability to work long hours and evenings during certain key campaigns.
- ✓ The ability to work occasional evening, weekend, and irregular hours and to travel within the state as needed.
- ✓ Working knowledge of office-related software including Apple and Microsoft office products and any industry specific technology.
- ✓ Must have a reliable source of transportation.
- ✓ Ability to frequently travel locally, and occasionally regionally, and nationally as needed.
- ✓ Ability to occasionally work days, evenings, and nights as needed.

### Bonus Considerations

- ✓ Master's Degree acceptable or equivalent post-Secondary credentials
- ✓ Working knowledge of advocacy campaigns, including legislative advocacy, coalition building, and community outreach.
- ✓ Working knowledge of communications best practices, cross-programmatic policy changes, and legislative updates.
- ✓ Make sound and timely informed decisions in complex situations.
- ✓ Demonstrate initiative, including pro-actively identifying and addressing issues and making recommendations
- ✓ Creative, self-starting, willingness to learn, ability to handle and prioritize multiple activities and responsibilities with deliberate time management skills, and the ability to work under pressure.
- ✓ Database software, and internet research skills.  
Superb organizational skills; detail-oriented with strong follow through to complete assignments.
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### THE TOTAL REWARDS

**Compensation and Benefits:** Salary is commensurate with experience (\$68,000.00). Excellent benefits include three weeks paid vacation at the time of hire (increasing to four weeks after four years); 13 paid office holidays; 12 paid sick days, telework and flex-time, generous medical insurance including two health, dental, and vision insurance options for staff members, their dependents and spouse/domestic partner; flexible spending accounts; employee assistance plan; six weeks of paid medical leave, life and accidental death and dismemberment insurance, short-term disability, and long-term disability insurance; and 401(k) defined contribution retirement plan with employer match, free on-site parking, additional commuter benefits with access to commuter rail station. Direct exposure to cutting-edge civil liberties and civil rights work. This is a position is in the bargaining unit represented by OPEIU Local 2 and is exempt from the overtime provisions of the Fair Labor Standards Act

### THE APPLICATION

**Deadline/Start Date:**

The position will remain open until filled. Interviews will be scheduled on a rolling basis.

**To Apply:**

Please submit a cover letter, resume, three professional references, and a short (no longer than 5 pages) writing sample at this website: <https://aclumaryland.applytojob.com/apply/sbMdVVixWT/Campaign-Strategist-Eastern-Shore>. **We discourage applicants from applying through third-party websites. Early applications are strongly encouraged. It will not be possible for us to respond to telephone or email inquiries. Resumes or applications sent via other avenues will not be considered.**

### THE ORGANIZATION

**About the ACLU of Maryland:**

The ACLU of Maryland is an equal opportunity employer. We value a diverse workforce and an inclusive culture that promotes equity. We encourage applications from all qualified individuals without regard to race, color, gender, sexual orientation or preference, gender identity and expression, age, national origin, marital status, citizenship, disability, veteran status and record of arrest or conviction, or any other characteristic protected by applicable law.

The ACLU of Maryland makes every effort to assure that its recruitment, selection, hiring and employment practices provide all qualified persons, including persons with disabilities, with full opportunities for employment in all positions. The ACLU of Maryland is committed to providing reasonable accommodation to individuals with disabilities. If you are a qualified individual with a disability and need assistance applying online, please email human resources at [HR@aclu.org](mailto:HR@aclu.org). If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

The ACLU of Maryland is a non-partisan, non-profit racial justice, social and public interest organization that works in the courts, legislature, and in support of communities to affect structural change. We exist to empower Marylanders to exercise their rights so that the law values and uplifts their humanity. Our vision is a Maryland where people are united in affirming and exercising their rights in order to address inequities and fulfill the country's unrealized promise of justice and freedom for all. We are committed to centering race equity in our work, internally and externally, in order to better support and be accountable to Black,



Maryland

## CAREER ANNOUNCEMENT

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Indigenous, and Communities of Color, whose civil rights and civil liberties are systematically threatened by white supremacy. ACLU-MD is an affiliate of the national ACLU.

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