



~ POSITION ANNOUNCEMENT ~
Opened December 28, 2007

Associate Director, Campaign Outreach and Communications

California's EDGE (Education, Diversity and Growth in the Economy) Campaign is a non-partisan coalition of groups with diverse and even divergent outlooks but united in the belief that California's future economic growth rests in large measure on the skill base of its workers.

The EDGE Campaign's network of community colleges, community-based organizations, local workforce investment boards, unions, and business leaders want to improve California's workforce system to address employer's need for skilled workers and to expand opportunity to more Californians. EDGE seeks improvements in state workforce development policies and funding and better implementation and alignment of the state's workforce development programs. We also educate California's policy and opinion makers about the workforce challenges facing the state's current and future economy. More information is available at www.californiaedgcampaign.org

The Campaign is seeking a highly motivated candidate to become its **Associate Director for Campaign Outreach and Communications**. The Associate Director will work with the Campaign's Executive Director and Executive Committee to design and implement the coalition's various outreach and communications activities, including expanding the Campaign's membership, ensuring regular communications with Campaign members, organizing EDGE meetings and events, and developing EDGE's communications materials (web site, e-newsletter and presentations, etc.) to raise the profile of workforce development as a critical policy issue and promote solutions.

General responsibilities

- Develop strategy for building and managing relationships and communications within EDGE's large, diverse coalition and allied organizations
- Network with and educate new organizations about EDGE's purpose and goals, increase endorsements, and encourage participation and coordination in EDGE Campaign efforts.
- Develop internal and external publications and communication tools to support EDGE's media and communications strategy, such as bi-monthly electronic news bulletins, redesign of EDGE's web site with EDGE's new logo, and educational presentations.
- Develop outreach and training to enlist leaders at the regional level in using EDGE's materials to raise awareness among California policy makers and opinion leaders about workforce issues and potential models and solutions

- Contribute to the design of EDGE campaign meetings and events and help coordinate meeting-related details, such as invitation lists, co-sponsorships, etc.
- Coordinate outreach and communications strategies with our policy development efforts to develop consensus solutions to California’s workforce challenges.

Minimum Qualifications

- 5-7 years experience working on political or issue campaigns, or with policymakers.
- Must have excellent written and verbal communication skills and be able to communicate clearly, quickly and persuasively;
- Strong interpersonal skills, including an ability to cultivate relationships across EDGE’s diverse member base.
- Excellent organizational skills, attention to detail, and a demonstrated ability to work as part of a team and juggle multiple deadlines.
- Working knowledge of computer applications, including web site maintenance, Microsoft Office, PowerPoint, and simple data bases;
- Experience in event planning (statewide forums, regional organizing meetings)
- Experience in organizing, especially across diverse organizations to build a coalition.
- Experience in writing articles and materials for a variety of audiences (media, stakeholders, policy makers)

Desired Qualifications

- Passion for the issues of worker advancement and self-sufficiency, higher education, and the development of a higher skilled California workforce that will benefit the California economy.
- Successful experience working in multicultural contexts.
- Demonstrated respect for and sensitivity to working with and serving a diverse population including ethnic, racial, religious, cultural, language, gender and sexual orientation.
- Strong sense of initiative and demonstrated leadership qualities.
- Ability to thrive in a campaign environment and to leverage resources of campaign partners to achieve EDGE goals.

The position will begin as soon as possible.

Location: Sacramento

Compensation: Salary range is \$55 to \$65K, based on qualifications and experience. Generous CalPERS health care and retirement benefits.

To Apply: Please **e-mail** a resume and cover letter **as two separate attachments** to: info@californiaedgcampaign.org

Closing Date: Open until filled, but applicants are encouraged to submit by January 15