



Full Time Position
Public Affairs Director
Los Angeles, California

The Campaign for College Opportunity (the Campaign) is a nonprofit 501(c)(3) broad-based, bipartisan coalition, including business, education, and civil rights leaders, that is dedicated to ensuring all Californians have an equal opportunity to attend and succeed in college to build a vibrant workforce, economy and democracy. Our mission is focused on substantially increasing the number of students attending two- and four-year colleges in the state and who complete their college education. Every day, the Campaign fights to make public policy changes that will help more California students enter and complete college. The Campaign maintains offices in Los Angeles and Sacramento.

The Campaign is seeking an experienced Public Affairs Director to design, lead, and implement effective strategies to build broad support for the organization's statewide legislative and policy priorities with close attention to local implementation in Los Angeles, the Inland Empire and Fresno. The Public Affairs Director will report directly to the Senior Vice President and oversee the Student Engagement Manager. The position will be based in our downtown Los Angeles offices (when it is safe to return and virtual until then).

Responsibilities:

- Be a leading strategist on the outreach team, employing innovative, politically savvy tactics for activating our broad-based coalition of business, civil rights, students and education advocates to improve college access, success and affordability through policy advocacy.
- Lead the strategy, management and ultimately be responsible for the accomplishments of the Campaign's regional advocacy hubs in Los Angeles, the Inland Empire, and Fresno. The goal of the hubs is to successfully implement statewide policies at the local level by utilizing data, public awareness, and advocacy such that regional student success in college access and completion is achieved. Core policies include the scaling of the Associate Degree for Transfer and implementation of AB 705, requiring the use of high school grades and performance to place incoming community college students into college-level math and English instead of an ineffective assessment test.
- Strategically expand and deepen relationships with key leaders and organizations in Los Angeles, the Inland Empire and Fresno so that they regularly engage them in higher education policy and advocacy opportunities. This may include sharing legislative and budget updates with stakeholders, convening conversations around student success issues, and strategizing collaborative ways to influence policy change;
- Activate key partners in support of the Campaign's legislative and policy priorities, including providing one-on-one advocacy coaching and public speaking support to coalition partners, drafting letters of support, identifying opportunities for speaking engagements, coordinating coalition meetings, and coordinating meetings with key state leaders;
- Craft timely communications to inform and sustain local coalitions including fact sheets, best practices, and policy briefs in close collaboration with our research and policy teams.
- Work with the outreach team to identify innovative and creative strategies to widely disseminate the Campaign's research to inform public discourse and practice. This may include organizing events and presentations;
- Expand and maintain relationships with local offices of state legislators, locally elected Board of Trustee members, college and university leaders to share the Campaign's legislative and policy priorities, and other student success reforms that would expand college access and opportunity for students;

- Represent the Campaign and relevant policy and community events;
- Supervise the Student Engagement Manager, periodic interns and/or fellows;
- Other duties as assigned to support the mission of the Campaign.

The successful candidate will have a passion for the transformative power of higher education and a commitment to resolving the inequities in college access and completion across racial/ethnic, income and regions in California.

The successful candidate will have had experience working in or with elected officials, be a recognized leader in the advocacy space with key contacts and political savvy coupled with strong public speaking, interpersonal and relationship building skills. The candidate will have demonstrated experience building and leading advocacy efforts with stakeholders across different sectors. Familiarity with statewide political and higher education environments is required.

Qualifications

- A Bachelor's degree in Public Policy, Public Affairs, Political Science, Communications, Public Relations, Education or related field; Master's degree preferred.
- Minimum five years of relevant work experience (in outreach, political organizing, advocacy, or community organizing);
- Proven record of effectively building and leading coalitions, including working with organizations from a broad range of ideological positions, facilitating partner groups and effectively using the expertise of coalition partners to advance the work;
- Proven record of applying political strategy to advance a policy agenda;
- Excellent oral and communications skills; must have the ability to clearly and accurately describe complex issues in ways that different audiences can understand; must be comfortable speaking in public settings and providing testimony in front of governing bodies;
- Excellent written skills with experience crafting timely communications to inform and sustain local coalitions including advocacy alerts, blogs, fact sheets, best practices, and policy briefs;
- Excellent project management skills and ability to manage multiple projects in a fast-moving, intellectually intense, team-oriented environment;
- Experience supervising other team members and supporting a strong and healthy work culture;
- Attentive to detail, good judgement, can-do resourceful attitude, must be open to new ideas and be willing to learn;
- Demonstrated a proficiency in utilizing technology platforms such as the Microsoft Suite (Word, Excel, PowerPoint, and CRM Dynamics), Facebook and Twitter.

Compensation

Annual salary will be commensurate with experience and qualifications in the range of \$65,000 to \$75,000. The Campaign offers 100% medical, dental, and vision insurance premium coverage for you and your dependents and provides a generous match of up to 5% for your retirement contributions. The Campaign provides three weeks paid vacation and annual professional development opportunities as approved by your Supervisor.

Selection Process

The Campaign for College Opportunity will accept applications for the position beginning January 7, 2021 through January 31, 2021. Interested parties should forward a cover letter and resume indicating **“Public Affairs Director”** in the subject line by email to: recruitment@collegecampaign.org

All applicants should visit our website to learn more about the Campaign at www.collegecampaign.org before submitting a cover letter and resume. All candidates should review our research and publications to understand the work expected for this position.

The Campaign for College Opportunity is an equal opportunity employer and encourages applications from qualified persons of every background.