Full Time Temporary Position
Project Director, Affirming Equal Opportunity Campaign
November 2022 through November 2023 (Possible extension)

The Campaign for College Opportunity (the Campaign) is seeking a skilled, highly proactive, strategic, energetic, and experienced project director with a mix of public policy advocacy and issue-based campaign experience to lead our Affirming Equal Opportunity Campaign.

The Organization
The Campaign for College Opportunity 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, Sacramento, and Washington, DC.

Position Summary
The Project Director for the Affirming Equal Opportunity Campaign will oversee a dedicated communications campaign with a media consulting firm, manage commissioned research and policy briefs, and support a coalition building effort to draw attention and catalyze action in response to an anticipated decision on the use of affirmative action in public higher education admissions by the Supreme Court of the United States (SCOTUS) in 2023.

On October 31, 2022, SCOTUS will hear oral arguments brought by the group calling itself “Students for Fair Admissions,” challenging the use of affirmative action in college admissions as one tool to address historic and systemic racism in higher education opportunity. The Campaign for College Opportunity has always focused on championing racial equity in higher education, and, even as we urge the Court to uphold the ability of institutions to consider race/ethnicity, as one of many factors, in admissions, we look at this moment as an opportunity to elevate the serious impacts of racial/ethnic inequity in higher education access and admissions and how policy and practice must continue to intentionally close racial/ethnic equity gaps.

The Project Director will play a key role working closely with the President and the Vice President of Research in shaping the overall strategy and holding primary responsibility for implementation of work that includes the following:

1. Lead our participation in a broad, diverse coalition ready to respond to the SCOTUS decision by uplifting the value and necessity for racial equity and the ways in which states, colleges and universities can continue to implement racial equity policies and practices.
2. Oversee a strong communications effort that uplifts our collective benefit at promoting equity in college preparation, access and success at our colleges and universities.
3. Oversee the development of guidance by expert consultants that identify opportunities for state policy, college, and university leaders on how to interpret the court decision.
4. Work with consultants to finalize policy briefs and tools that highlight strategies for states, colleges, and universities to lead and uplift more equitable practices in higher education.
5. Launch an education/knowledge-building effort targeted at state, college, and university leaders to better inform and educate on equity practices in response to a SCOTUS decision.
In carrying forward the key tasks above, our goal is to ensure that California strengthens its own racial equity efforts in college preparation, admissions and completion, faculty diversity and that we broadly share expertise and best practices nationally.

The Project Director will report directly to the President and will oversee external media and research consultants. This effort will include a small, compensated Expert Advisory Group to inform the work. Additional Campaign fellows and positions may be hired to support this effort under the direction of the Project Director.

The Campaign has available office space in its headquarters of Los Angeles, CA, along with offices in Washington, D.C. and Sacramento, CA. The President and Vice President of Research are based in Los Angeles. A hybrid remote and in-office work schedule is preferred where the Director can spend necessary time strategizing and collaborating with appropriate team members. We are committed to flexibility and open to discussing a mutually beneficial environment for the Project Director to successfully lead this effort. The position will require time in California meeting with stakeholders along with some in-state and national travel. This position is temporary through November 2023, with the possibility of extending beyond that date based on additional opportunities and funding to support the work.

**Responsibilities**

1. Provide leadership and guidance for a successful Affirming Equal Opportunity Campaign:
   - Execute an overarching campaign plan that works to ensure the above-mentioned goal is achieved;
   - Consistently monitor, assess, and modify (if necessary) the campaign strategy based on knowledge of the court’s decision/direction and anticipated rulemaking;
   - Serve as the Campaign’s lead expert on affirmative action and provide key updates to the Campaign’s senior leadership and Board of Directors;
   - Represent the Campaign at key convenings and meetings on affirmative action;
   - Serve as the lead liaison with national and state advocates to ensure coordinated action and messaging;
   - Serve as a liaison and clearly define roles and deliverables for consultants and the Campaign team and ensure success of key projects.

2. Work in partnership with a media/communications consultant to:
   - Prepare public messages to affirm the value of diversity and racial/ethnic equity and highlight how discrimination continues to lead to racial/ethnic inequity in higher education;
   - Educate and reframe discussions on racial equity in the context of the SCOTUS decision with the media. Host press briefings post October 31st SCOTUS hearing to help educate journalists on key messages;
   - Recruit and prepare key messengers to speak in support of racial equity in higher education including state elected leaders, business community, well-respected equity minded education leaders, other state, and national leaders. These leaders can lend their voices via opinion editorials, media interviews, e-communications, social media, radio, television appearances, etc.;
   - Coordinate messaging with national advocacy groups and partners outside of California;
   - Support the development (alongside our media consultants) of a media tool kit and robust social media campaign that engages key state and national leaders as well as education stakeholders including the system heads of the UC, CSU, CCC’s and independent colleges and universities via Association of Independent California Colleges and Universities (AICCU).

3. Build and engage a broad, diverse coalition in support of the Affirming Equal Opportunity Campaign:
   - Convene a coalition brought together by “shared demands and values” that can be aligned nationally in response to the Supreme Court decision;
Alongside state and national partners, support the coalition to execute a state and national response to the SCOTUS decision through a focused communications campaign, knowledge building campaign, and advocacy campaign;

Catalyze the coalition to support advocacy efforts to ensure California policymakers speak in support of racial equity efforts in higher education and continue to champion racial equity efforts;

Catalyze the coalition to engage in efforts as follows:

- Pre-SCOTUS-decision: Coalition uplifts the value of affirmative action while also highlighting how it is one of many solutions to racial inequity. The coalition will elevate discrimination faced by students of color and challenge the myth of meritocracy. The coalition engages in developing policy proposals to improve racial equity.
- Immediately after SCOTUS decision: Coalition launches rapid response campaign which can include organizational, state, and national leader statements, opinion editorial and media blitz.
- Post-SCOTUS-decision: Coalition disseminates information on how to continue addressing racial equity work including hosting convenings within their own networks and utilizing social media as appropriate.

Engage coalition partners in the development or review of research briefs on best practices in racial equity in higher education and support dissemination.

4. Work collaboratively with an Expert Advisory Group and lead public awareness activities

- Manage and engage an Expert Advisory Group that will serve as a sounding board and help guide to the work of the Affirming Opportunity Campaign;
- Host town halls and presentations to educate state and college leaders, developing a cadre of such leaders that can help educate others;
- Alongside the President, engage and educate the philanthropic community to ensure that SCOTUS decision does not erroneously prevent them from investing and championing equity opportunities;
- Participate in relevant national coalitions to align communications and work;
- Create opportunities for the organization’s Board of Directors, staff, and coalition to directly engage with the media, national and state leaders working to interpret the SCOTUS decision and subsequent rulemaking.

Qualifications

- A commitment to the mission and goals of the Campaign for College Opportunity, and a demonstrated commitment to college opportunity and racial equity;
- Bachelor’s degree in Public Policy, Public Affairs, Political Science, Public Relations, or related field;
- Minimum seven years in policy advocacy, political issue organizing/campaign management leadership, or civil rights litigation experience;
- Finely honed and highly strategic political and campaign skills and high-level experience in leading, designing, and implementing significant advocacy and messaging campaigns and effective organizing strategies;
- Proven record of accomplishment in coalition building including experience working with organizations from a broad range of ideological positions, creating agreements among partners, developing shared plans, coordinating external and internal communications, masterfully facilitating partner groups, and engaging coalition partners with respect;
- Knowledge of current political environment around affirmative action both in California and nationally. Knowledge of key advocates and researchers is a plus.
- Excellent project management skills and ability to manage multiple projects in a fast-moving, intellectually intense, team oriented environment;
- Excellent attention to detail;
- Excellent written and oral communicator;
• Good judgement, can-do resourceful attitude, and high integrity that is both a leader and a do-er;
• Quick study with flexibility and comfort in ambiguity, open to new ideas and approaches, willingness to experiment and learn;
• Proficiency in Microsoft Office Suite.

Vaccination Requirement
For the safety and wellbeing of our staff, the Campaign requires all employees to be fully vaccinated with COVID-19 vaccines and boosters as a condition of employment.

Compensation
Annual salary for this position starts at $90,000 and will be commensurate with experience and qualifications. Compensation includes annual salary plus benefits consisting of 100% medical, dental, and vision insurance premium coverage for you and your dependents, a generous match of up to 5% for your retirement contributions, 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 Monday, October 24th. Interested parties should forward a cover letter and resume indicating “Affirming Equal Opportunity Project Director” in the subject line by email to: recruitment@collegecampaign.org.

All candidates selected for an interview will be required to submit original writing and work samples and provide three professional references.

The Campaign for College Opportunity is an equal opportunity employer and encourages applications from qualified persons of every background. All applicants should visit our website to learn more about the Campaign at www.collegecampaign.org before submitting a cover letter and resume.

    No phone calls please.