



Let's Grow Kids

Director of Mobilization and Grassroots Engagement

Let's Grow Kids is a 501(c)3 systems-change organization leading a statewide campaign to solve Vermont's child care crisis by 2025. With more than 35,000 supporters from all walks of life, Let's Grow Kids is engaging and empowering people to call for change; reforming early childhood education policy to be inclusive, race-conscious and culturally informed; and implementing program solutions in partnership with early childhood educators to prepare Vermont's child care system for increased public investment. Let's Grow Kids works in partnership with Let's Grow Kids Action Network, a 501c4 organization building the political will necessary to pass laws that fund and sustain an equitable child care system. Let's Grow Kids' campaign sunsets in 2025 upon fulfilling its mission to change policy, substantially increase public investment in Vermont's 0-5 child care system, and support policy implementation.

Our culture is dynamic, fast-paced, and driven by the following core values:

- **Commitment to Children:** We believe that investing in the wellbeing of children birth to five is a catalyst for positive social change.
- **Inclusion:** We are building an organization, movement, and system that promote equity and diversity.
- **Collaboration:** We support each other and our partners to realize shared success.
- **Agility:** We adapt readily to our environment to ensure we're in the best position to achieve our goals.
- **Strategy:** We take a focused, coordinated, data-driven approach to achieving our goals.
- **Transparency:** We are intentional about sharing clear and timely information about our work, priorities, mission, and values.

Let's Grow Kids is seeking an experienced field operative to oversee the campaign's statewide grassroots engagement and mobilization efforts. This senior-level position will design and implement a statewide organizing strategy to build support for the VT Child Care Campaign. This position will use the overall campaign goals to drive all field efforts including identification and mobilization of supporters and grassroots engagement around the state. This position will also be responsible for the development and execution of a coalition and affinity group strategy, including management of key relationships with statewide organizations and associations. This position will develop the field strategy for the campaign in coordination with the senior leadership team to build a diverse movement for child care that both engages current supporters and identifies new areas for growth from individuals and community groups. This role will work with the field team to build a ladder of engagement to activate new supporters and work with current supporters to develop their volunteer leadership within the campaign. This requires close collaboration with all departments and the leadership team to effectively mobilize support to demand the political action necessary to fund a high quality, equitable, accessible, and affordable child care system for all Vermont families.

This position reports to the Chief External Affairs and Strategy Officer and manages a team of field managers.

Responsibilities

The position responsibilities include:

- Design and implement a statewide field plan, including systems, performance metrics, and staffing plans.
- Manage a team of Regional Field Managers.
- Develop collaborative relationships with associations and organizations to support the campaign and engage with their staff and membership.
- Facilitate communication between the field team and other departments at LGK in coordination with the Chief EA & Strategy Officer.
- Analyze data and create models that track progress with voter outreach using Every Action and the voter file.
- Leverage innovative voter contact and targeting tools and integrate them into the field plan.
- Support the team to achieve performance goals, both individually and collaboratively.
- Represent the campaign, both virtually and in person, at a variety of community events, association meetings, and statewide organizations.
- Ensure field and outreach events align with the overall statewide field plan.
- As part of the statewide field plan, develop outreach strategy for specific affinity groups that are a priority for the campaign.
- Work with the team to ensure that LGK Action Teams around the state meet campaign goals for engagement and mobilization.
- Collaborate with our statewide partners in planning, creating, and conducting public outreach events such as community forums, public speaking opportunities, door-to-door conversations, online activities, etc.
- Oversee the field team's efforts to recruit volunteers via phone and email to support priority campaign initiatives and activities, such as letter-to-the-editor campaigns, direct action events, legislative advocacy, volunteering at events or phone banking, etc.
- Set, meet, and exceed benchmarks for voter contact, volunteer recruitment, grassroots engagement, and GOTV.
- Establish best practices for data management using the campaign's voter file software.
- Ensure engagement of supporters and volunteers is tracked in Every Action and produce timely reports keyed to campaign goals.
- Establish and meet quarterly and yearly field goals.
- Work with the Operations and Evaluation team to design and implement a tracking and reporting system that allows senior leadership to track results and metrics for all campaign goals.
- Other duties as assigned.

Qualifications

A well-qualified candidate will possess the following:

- Statewide campaign experience, or deep understanding of Vermont's grassroots and political landscapes based on firsthand organizing experience with a political, labor, or issue-based campaign.

- Experience training, supporting, and managing staff in an electoral or community engagement capacity and ability to clearly articulate goals.
- At least three cycles of political or advocacy campaign experience with experience with field and grassroots engagement.
- Proficiency using the voter file (SmartVAN) and voter scoring/targeting.
- Proficiency using Every Action.
- Strong attention to accuracy and detail.
- Experience supervising staff and motivating teams to achieve goals.
- Excellent writing skills and strong verbal communication skills.
- Candidate should be very self-motivated and able to work independently and take initiative.
- Demonstrated ability to work well under pressure, handle multiple projects simultaneously, and manage work under tight deadlines.
- Proficiency with basic software—Word, Outlook, Excel—and ability to learn new software and database management skills.
- Must have reliable transportation and be willing to travel across the state.
- Some nights and weekends required including statewide travel. (For example, regular phone banks will occur in the evening from 5 to 7:30.)
- High school diploma required, bachelor's degree preferred.

Compensation

Salary starts at \$80,000 plus a competitive benefits package that includes paid family leave and contribution to child care costs.

Location

Let's Grow Kids has office locations in Burlington and Montpelier. This position includes some Vermont travel. The majority of Let's Grow Kids staff members work remotely in communities throughout Vermont.

Desired Start Date

No later than April 21, 2022

To Apply

Please use this link to apply:

<https://vtsharedservices.acquire4hire.com/careers/details.json?id=39917&source=17>

Applications should include a resume and cover letter and will be accepted on a rolling basis.

Let's Grow Kids values a diverse workplace and strongly encourages women, people of color, LGBTQ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Let's Grow Kids is an equal opportunity employer. Employment decisions are based on merit and business needs, and not on race, color, religion, gender, gender identity, sex, age, marital or civil union status, national origin, ancestry, sexual orientation, place of birth, citizenship, military or veteran status, HIV status, genetic information, disability or any other legally protected status as defined and require by state and federal laws.