



Job Title: Campaign Manager

Reports to: Healthy Richmond Senior Director

RCF Connects (formerly Richmond Community Foundation) strives for healthy, thriving communities that are safe and diverse, and where families flourish and children are given new hope for a bright and abundant future. RCF Connects partners with the community to inspire leadership and to share the vision for work in five areas: Community Growth, Health, Restoring Neighborhoods, Education, and Public Safety. Our work is driven by a strong aspiration to work with our communities to strengthen economic, racial, cultural, social, and gender equity. This aspiration is expressed both in the outcomes we strive for and in the ways in which we do our work. Equity is both our organizational value and our goal. To learn more, please visit <http://www.rcfconnects.org/>.

Project Background & Description:

The Healthy Richmond initiative is part The California Endowment (TCE) -funded statewide effort known as Building Healthy Communities (BHC). Through BHC, TCE learned that activism, advocacy, community organizing, and civic participation to build people power has a significant and meaningful impact on the community and environmental conditions that affect health. The **Healthy Richmond** (HR) is committed to racial and health equity goals and actively supports collective campaign strategies that aim to shift systems policy and practice to benefit low-income communities and communities of color. The initiative is in year 8 of a 10-year TCE funded effort. The resident and partner leadership within the Healthy Richmond Hub will be designing a sustainability plan over the next 6 months to design a new organizational structure and collective plan to serve diverse communities and implement key campaign strategies beyond 2021. RCF Connects is the host agency for Healthy Richmond. RCF's intent is to enable the operation of a strong, integrated partnership with its initiatives; as such, RCF employs key staff who provide ongoing support and coordination for the work of the Healthy Richmond Initiative.

POSITION DESCRIPTION

Healthy Richmond seeks an exempt, full-time Campaign Manager that will support functions related to our Healthy Richmond (HR) Initiative including project coordination/community engagement activities, evaluation and technical assistance, communications and other duties as assigned. This position will report to the Healthy Richmond Senior Director and is based in Richmond, CA.

RESPONSIBILITIES

Campaign Management

- Lead relevant HR BHC meetings including monthly Steering Committee meetings, HUB staff meetings, designated Action Team campaign meetings, and related TCE/BHC meetings, as needed.
- Work closely with HR Senior Director to provide support to the HR/BHC Initiative, and act as the staff liaison between the Action Teams and HR Hub by providing equity-based research and campaign analysis needed for campaign and fund development decision-making.

- Lead Action Teams and coalitions that motivate specific outcomes, establish accountability, and incorporate racial and health equity strategies, resulting in actions owned by the community, and opportunities for new community leadership.
- Manage, facilitate and support HR Action Teams to achieve the change strategies identified in the HR priority campaign dashboards and plans.
- Facilitate on-going dialogue, collaboration, resident and youth involvement in diverse groups of stakeholders to achieve outcomes.
- Leverage community partnerships and opportunities within the Action Teams and related coalitions to advance their work and the HR outcomes, as appropriate.
- Interface with The California Endowment (TCE) and the RYSE Center's Richmond Youth Organizing Hub, and other partners.
- Leverage community partnerships and opportunities within the Action Teams to advance their work and the HR outcomes, as appropriate.

Evaluation and Technical Assistance

- Work closely with the HR Senior Director and Evaluation Learning Specialist (Consultant) to promote Healthy Richmond progress to internal and external audiences, and develop HR tools to track local impact, and support TCE evaluation efforts to document the work across all BHC sites.
- Collect data that measures the scope and effectiveness of messages, relating them to goals identified in the HR campaign goals.
- Interface between the Action Teams and sub-contracted data and evaluation team, TCE's evaluation staff and others to support the evaluation and learning process that will build deeper organizational capacity to use data information to advance their work.

Communications

- Serve as the lead media contact for the HR Initiative.
- Develop a media network with the diverse media outlets to promote HR BHC campaigns and activities including PR, press releases, and press conferences.
- Promote the branding, messaging and video storytelling for the HR Hub and participate in the cross-BHC site coordination.
- Implement and update as needed a communication plan for the Healthy Richmond (HR) Initiative.
- Provide overall coordination of website development and maintenance of e-mail blasts, social media strategies to engage broader community.
- Assist in creating media action plans for Action Teams in HR, including identifying topics and generate messages that inform the community of local efforts to achieve campaign goals.

Qualifications

- Bachelor's degree from an accredited college or university require, preferably in Communications, Public Policy, Public Health or a related field.
- Three years of increasing responsibility working in non-profit, government, or public sectors; experience in working across sectors and low-income communities is highly desirable.
- Minimum of 2 years of relevant experience in an agency providing public relations and media services in a community setting.
- Knowledge of community organizing, and public health prevention focused initiatives.

- Process facilitation capacity, including the ability to set meeting agendas and goals, manage complex relationships and resolve conflict.
- Campaign management skills including ability to guide vision and strategy, advance policy and support aligned activities.
- Experience working directly with people from diverse backgrounds and communities.
- Experience understanding and incorporating the perspective of impacted communities (including race, culture, gender, and socioeconomic differences), in the consideration of impacts and outcomes of campaign goals and decisions of the initiative.
- Knowledge of system policy/practices in WCCC and Contra Costa that directly impact health and racial outcomes in communities that have been underrepresented and underserved.
- Experience understanding the concepts of institutional and structural racism and bias and the impacts on communities that have historically been under-resourced or marginalized to have access to and power in making decisions that directly impact their lives.
- Ability to adapt communication styles to diverse environments.
- Excellent written and verbal communication skills in preparing materials for and presenting to diverse audiences.
- Self-motivated, reliable and strong interest in committing to the HR BHC Initiative's work.
- Cultural humility to work effectively with a team of ethnically and racially diverse colleagues and various leaders within the hub structure (i.e., Steering Committee, Action Team Co-Chairs, and consultants).
- Ability to plan workload and maximize resources while working on multiple projects.
- Have access to reliable transportation and willing to use it for job related tasks.
- Must be able to work evenings and weekends as needed. Some travel outside the Richmond area will also be required.

COMPENSATION:

Salary/Benefits

- Salary range starts at \$60,000.
- This is an exempt, full-time position.
- Competitive benefits package includes health insurance, paid time off, matching retirement contribution.
- Professional/leadership development opportunities.
- Flexible work schedule.
- A workplace culture committed to supporting good quality of life for employees.

Position will remain open until filled. Please send cover letter and resume via e-mail to:

Stacey Street, RCF

SStreet@richmondcf.org

RCF Connects is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, age, national origin, veteran status, physical or mental disability, or sexual orientation.