

Senior Director of Campaigns

Girls for Gender Equity

The Details

Location: Brooklyn, NY (remote candidates welcome)

Start Date: February 2022

Salary Range: \$90,000 - \$100,000 + Benefits

Reports To: Chief Program Officer (CPO)

The Opportunity

As Girls for Gender Equity (GGE) approaches its 20th year and moves toward growth and larger strategic initiatives, the need to develop creative and effective ways to improve functioning, procedures, protocols, and planning is critical to our impact. The Senior Director of Campaigns (SDC) will utilize their expertise in organizing, policy and activism to lead campaigns that support GGE's mission. The SDC will initially focus on building upon our existing community and relationships across New York State, while looking ahead and building strategy for GGE to extend our reach nationally.

Your Day-to-Day

35% - Policy, Strategy & Government Relations

As SDC, you will drive GGE's policy and lobbying strategy at the city, state, and federal level in strategic and timely moments through the legislative session. You will work closely with the Chief Program Officer (CPO) to ensure that GGE's policy strategy is appropriately responsive to current and ongoing justice and equity movements. You will serve as a technical expert, having a deep understanding of New York City, New York State, and national political landscape, with particular attention to racial and gender equity; continuously assessing the current political landscape and making strategic choices about GGE's organizing and policy tactics, serving as our senior point of contact for Policy and Government Relations.

35% - Grassroots & Coalition Development

You will drive local and statewide organizing strategies to build political power in service of GGE's campaigns. You will lead rapid response mobilization efforts, in partnership with GGE staff, to provide individualized support and development for emerging leaders, with particular attention to young people. The SDC will maintain relationships with organizational leaders and counterparts at partner organizations in efforts to build and run effective coalitions that support cis and trans girls of color and GNCNB youth of color.

20% - Management & Leadership

In this Senior Director role, you will lead a high-functioning, junior staff of organizers. Through your strong leadership, coaching and effective planning, you will streamline work plans and ensure your team's success.

10% - Program & Fiscal Management

You'll work with the Development and Finance teams to plan the program budget, track expenses, and report on key activities for the purpose of fundraising and securing resources for GGE's work.



The Skills You'll Need

Success in the Senior Director of Research role will require a deep commitment to GGE's mission and core values, deep expertise in planning and strategy, as well as a strong desire to lead and win campaigns. The ideal candidate will also bring the following skills, attributes, and experiences:

- Familiarity with legal frameworks for 501c3 and 501c4 eligible activities
- Experience leading and supervising a team of policy and organizing professionals
- Familiarity with a range of tools to help organize GGE's base online, including but not limited to CRM, SMS and emerging products to mobilize supporters
- Strong writing and communication skills with the ability to organize and communicate ideas in a clear, succinct, and accurate manner
- Impeccable attention to detail, systems, and processes
- Willingness to remain flexible, shifting priorities when needed and maintaining a consistent sense of perspective
- Ability to effectively collaborate with a senior leadership team, providing strategic thought partnership and driving the team toward results
- Ability to coach and support junior staff
- Familiarity, comfort, and ability to thrive within a small, dynamic team environment

The People

In this role, you will report to the Chief Program Officer. You will supervise or manage junior staff and interns on government and policy projects; act as a resource to other team members during the development and implementation of initiatives. The role will frequently collaborate with the GGE leadership team, Director of Culture Shift, and both internal and external stakeholders.

The Organization

Girls for Gender Equity (GGE) is an intergenerational advocacy organization committed to the physical, psychological, social, and economic development of cisgender (cis) and transgender (trans) girls and women of color and gender non-conforming/non-binary (GNCNB) youth of color. GGE challenges structural forces -- racism, sexism, transphobia, homophobia, economic inequality -- that work to constrict the freedom, full expression, and rights of trans and cis girls and young women of color, and GNCNB youth of color.

GGE's work is grounded in intersectional Black feminism, positive youth development, strengths-based, eco-systemic social work practice and popular education theory. Our theory of change articulates our efforts to cultivate a culture and environment in which cis and trans girls of color and GNCNB youth of color are equitably supported to live free, self-determined lives; eradicate institutionalized barriers to gender equity; and dismantle all systems of oppression. We ultimately believe in and work toward world where cis and trans girls of color and gender non-conforming/non-binary youth of color are free.

The Next Steps

This search is being led by Candice Durham and Emelyn Guevara of [Imagine Consulting](#). We are a talent and recruitment firm specializing in placing high-impact people in high-impact roles. Interested candidates should click the link below to apply. If you have questions or need support completing the application, please reach out to our team at careers@imagineimpactllc.com.