



## Cool Davis Campaign Manager Job Description

The **Campaign Manager** manages Cool Davis Cool Homes and Cool Solutions Campaigns at neighborhood and community organization levels in Transportation, Home Energy, and Consumption domains. The Campaign Manager is responsible for the overall development, planning, and implementation of campaign strategy, as well as the activities of Field Coordinators and their volunteers. The Campaign Manager reports to the Executive Director, and supervises Campaign Field Coordinators. The Campaign Manager is responsible for coordinating with the Communications Manager and Database Coordinator, as well as interns and volunteers providing general support to campaigns.

Cool Davis is currently seeking professionals with a background in community organizing dedicated to working in person at household and neighborhood level. Cool Davis currently has two open positions which will be filled first with the best candidates for either position or a combination of skills from both. This position is available at minimum 50% FTE up to full-time 100% FTE status.

The Campaign Manager will be responsible for program start-up, and candidates should expect to start in their position doing both the Campaign Manager and Campaign Coordinator duties. This will continue until they along with other Cool Davis staff have recruited and trained volunteer champions to work at neighborhood level and Cool Davis has successfully generated funding to support the expansion of field coordinator positions.

### Primary responsibilities

#### Program Planning

- Develop specific Campaign Plans for prioritized GHG reduction actions which includes key campaign goals, benchmarks, program plan and communications strategy.
- Oversee the campaign planning process including research, data collection, and testing of strategies for marketing, outreach, and program implementation.
- Participate on fundraising and grant writing teams seeking funding for campaigns

#### Program Implementation

- Establish team and collaborative work structures to implement programs.
- Oversee and coordinate Campaign Field Coordinator efforts, including training of coordinators in:
  - community-based social marketing and community engagement practices,
  - outreach such as workshops, tabling, door-to-door outreach, forums, social media, and
  - other activities to be determined.

- Responsible for final evaluation and reporting of outcomes for campaigns. Work with field coordinators to deliver key campaign benchmarks. Work with partners and Communications Manager and Executive Director to produce dashboard and reporting of campaign outcomes to partners, donors and funding organizations.
- Set systems to manage workflow between staff, volunteers, and other organizations.
- Analyze data, troubleshoot issues, and identify solutions; proactively plan for contingencies.

#### **Communications**

- Work with Executive Director and Communications Manager to represent Cool Davis publicly in the community, with policy, research, labor, and philanthropic organizations, and with other partners and allies.
- Communicate with a range of stakeholders within Davis, including homeowners, businesses, renters, landlords, students, and retirees. Build, coordinate, and expand a multi-media communications and outreach strategy with the Communications Manager.

#### **Collaboration**

- Ensure local, grassroots leadership in campaigns
- Work with campaign working groups providing oversight to campaigns.
- Work with Cool Davis Coalition Leadership and partners on joint projects.
- Maintain awareness of, and appropriate connection to, other regional, state and national greenhouse gas reduction policy/strategy development organizations.

#### **Qualifications**

##### ***Knowledge***

- Basic knowledge of climate change, both globally and locally; commitment to reducing greenhouse gas emissions generally and to the Cool Davis mission.
- Knowledge of theories, methodologies, and issues relevant to the study of communities.
- Working knowledge of Microsoft Word, Excel, and PowerPoint; familiarity with project planning software, budgeting, social media, and cloud computing. Familiarity with GIS and Data analysis for program design and outcomes analysis desired.

##### ***Experience***

- Application of community organizing and community-based social marketing techniques and strategies to community-based campaign at organization, neighborhood, and household levels.
- Work in a community-based social action organization is preferred. At least 3 years of related experience is preferred.
- Demonstrated success persuading and influencing groups and individuals to support an organization's agenda.
- Demonstrated ability to work with staff, board members, volunteers, and others with a diverse range of backgrounds, motivations, and interests.
- Demonstrated understanding of the complexity of the volunteer/professional relationship, and success managing those relationships in a warm and professional manner.

##### ***Skills & Abilities –***

- Excellent verbal, written, and visual communications skills, presentation, and motivational skills; polished interpersonal skills.
- Highly innovative, entrepreneurial, and collaborative.
- Creative, with an eye for design.

- An understanding of the power of storytelling.
- Self-motivated and self-managing.
- Excellent attention to detail; organized and process-oriented.
- Ability to quickly deliver high quality work in a dynamic organization under time pressure.
- Demonstrated analytical skills and the ability to problem solve.
- Demonstrated ability to manage multiple tasks simultaneously.
- Demonstrated success building, cultivating, and stewarding new relationships leading to measurable results.

**Special Skills:** Those with multi-lingual abilities and experience in serving the community in multi-cultural settings are encouraged to apply.

**General Requirements** -- To perform the assigned duties, the employee will likely work a mixture of weekday, weekend and evening hours, within the community and in office including working from home. Holding a valid California driver's license or CA ID is expected. A regular work schedule will be set during the typical M-F 9-5 work week with *some night and weekend obligations*.

**Location:** This position is located in Davis, Yolo County, California, and available immediately. Local residents are encouraged to apply!

**Compensation:**

The position is open as either parttime (at least 50% FTE) or fulltime position; benefits are provided as an additional stipend prorated by FTE -- details regarding medical, dental, vision and retirement benefits will be provided on request. Employment by Cool Davis is employment at-will.

**FTE Base salary of \$54,000-77,000/year**, depending on experience.

**How to Apply**

Open until filled. Sign up on line at <https://www.cooldavis.org/job-opportunities/> to receive application instructions.

**Equal Employment Opportunity**

Cool Davis is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, gender identity, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Cool Davis makes hiring decisions based solely on qualifications, merit, and organization needs at the time.

## **Cool Davis**

Cool Davis is an active network of residents, community organizations, businesses, and community institutions committed to implementing the City of Davis's Climate Action and Adaptation Plan. Our

mission is to inspire our community to reduce greenhouse gas emissions, adapt to a changing climate, and improve the quality of life for all. Since 2010 Cool Davis has been the primary organization working with households to bring about the City of Davis and the County of Yolo's goals of reaching carbon neutrality. Find more information at [www.cooldavis.org](http://www.cooldavis.org).

**The Cool Davis's Household Engagement and Cool Solutions Campaigns** are our primary outreach effort. Cool Solutions Campaigns target specific GHG reduction actions that households can achieve in home energy, transportation and consumption (waste, water, goods and services). The campaigns are based on extensive data collection, mapping and analysis to clarify the specific neighborhoods and households where GHG reduction efforts are to be focused. The work with households goes beyond the retrofit of buildings and adoption of technology; it also emphasizes the importance of strengthening resilience, developing awareness and long-term behavior change. To support the campaigns, Cool Davis uses a mix of community development and change strategies, along with Community Based Social Marketing strategies and tactics, to achieve a lasting reduction in GHG emissions within households and community organizations. Cool Davis programs also focus on building household and neighborhood level resilience to be prepared for and respond to the impacts of climate change on the people and their environment.

**Cool Davis** households have signed up and are making an overall plan for household greenhouse gas reduction. All households are invited to sign up and make-a-plan. Household Engagement advising volunteers assist households in their planning. Others may train more deeply as "champions" to assist households with specific Cool Solutions actions. Other volunteers assist with neighborhood resilience planning.