

Job Description

Right From the Start NJ Campaign Coordinator



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Are you an advocate? Are you looking for the opportunity to make a difference for children? Advocates for Children of New Jersey (ACNJ) is looking for the right individual to coordinate our new campaign for young children, *Right from the Start NJ*.

The goal of *Right from the Start NJ* is to ensure that every young child in New Jersey, from birth to age 3, has the opportunity for the best possible start in life, at a time when his or her development is most rapid. The campaign will advocate for investments in critical policies and programs to expand opportunities for high-quality early education, support parents as their child's first and best teachers and access to appropriate health care.

Position Summary: The *Right from the Start NJ* campaign coordinator will be responsible for overall management of the project. This will include developing and implementing the advocacy strategy, building coalitions, mobilizing local advocates, organizing events and communicating with state leaders and the public. The *Right from the Start* Campaign Coordinator will report directly to ACNJ's president.

Duties include, but are not limited to, the following:

- **Develop and implement ACNJ's advocacy strategy** to move and birth to three policy agenda, in collaboration with ACNJ policy and communications staff.
- **Oversee project management**, including the ACNJ staff and *Right from the Start* leadership team as well as the national ZERO TO THREE campaign.
- **Create a comprehensive and innovative community outreach plan** in collaboration with ACNJ's Early Childhood Team and RFTS leadership targeting child care providers, parents, legislators, business leaders and the public.
- **Plan and execute high impact events and speaking engagements** in various communities across New Jersey to raise awareness and motivate child care providers, parents, legislators, business leaders and the public to join the campaign.
- **Manage the mobilization, recruitment and retention** of campaign partners and volunteers for planned events/activities.

- **Cultivate strong relationships** with other early learning advocacy partners, building an understanding of early learning policy and programs and establishing strong, collaborative relationships to help move forward the mission of the campaign.
- **Conduct presentations** and/or staff information tables as needed at relevant community meetings/conferences to communicate about the educational, health and economic value of early learning and about the campaign.
- **Develop a stronger brand and presence for the Right from the Start Campaign** through social media, the ACNJ website and other tools as identified.
- **Prepare reports** detailing campaign activities.

Position Qualifications and Knowledge:

Education and Experience:

- Bachelor's Degree required.
- Five plus years of experience in community organizing and mobilization, public policy, marketing, communications, government relations, political and/or issue campaigns, preferably related to early childhood/education issues.
- Proven track record in organizing and managing a campaign or multi-tiered project.

Job Knowledge and Skills:

- Able to establish clear expectations and measure performance.
- Able to think strategically.
- Able to meet stringent deadlines, with attention to detail.
- Able to establish priorities and implement plans to meet project outcomes. Self-starter with the ability to manage time effectively.
- Demonstrable excellence in both oral and written communications.
- Knowledge of capacity building in the community.
- Able to coordinate all aspects of an event including - logistics, correspondence and printed materials.
- Able to coordinate and lead meetings.
- Able to work in a team environment.
- Able to manage workflow of several aspects of campaign at one time.

If you meet these requirements and are interested in the position, please e-mail your resume and a cover letter detailing your interest in the position, your relevant experience and why you should be considered as a candidate to Cecilia Zalkind at czalkind@acnj.org. **No phone calls.**

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Giving Every Child A Chance

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