



**EAST BAY ALLIANCE FOR A SUSTAINABLE ECONOMY**  
Building Power With Community, Workers & People of Faith

## Oakland Campaign Director

Oakland, California

### EXECUTIVE SUMMARY

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For more than 20 years, [East Bay Alliance for a Sustainable Economy \(EBASE\)](#) has been advancing economic and racial justice by building an inclusive economy in the East Bay based on good jobs and healthy communities. EBASE addresses the root causes of injustice, including white supremacy and corporate control, by developing strategic alliances among residents, workers, and people of faith to build power and win systemic change. EBASE develops leadership and capacity of Black and Brown communities, low-wage workers, and tenants through our campaigns. EBASE comprises a team of committed and seasoned staff, and an engaged board committed to a bold vision of economic and racial justice and a transformational approach to organizing that creates strong solidarity among people of color, women, immigrants, and queer folks. EBASE is a founding member of the PowerSwitch Action national network.

In support of its mission, EBASE seeks an experienced and strategically inclined **Oakland Campaign Director** to work with coalition partners to drive campaigns that build the leadership of community residents and low wage workers to secure community benefits agreements, lift up communities of color, and improve job quality in key sectors. The Campaign Director will lead EBASE's internal Oakland team, coordinate the coalition steering committee(s), build consensus among partners on campaign strategy, and coordinate all aspects of campaigns. The Campaign Director will coordinate a range of strategies utilized in these campaigns, including policy development, media & strategic communications, civic engagement, leadership development, faith-rooted organizing, corporate research, and negotiations. The Campaign Director will support fundraising efforts and organization-wide priorities and may lead researchers, organizers, interns, volunteers, and consultants as needed.

This position is responsible for managing EBASE's Oakland economic and racial justice campaigns and will report directly to the Deputy Director of Campaigns. The Campaign Director will be a public leader and strategic thinker who is able to build meaningful relationships with a variety of constituencies and models EBASE's values and culture. The Oakland Campaign Director position is shared with East Bay Action, a separate 501c4 organization.

### ORGANIZATIONAL OVERVIEW

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At the foundation of all EBASE's work is the belief that all people have dignity, and all EBASE programs, campaigns, and policies are driven by people who are Black, brown, immigrant, indigenous, LGBTQ+, and/or women. The fight for economic justice is also one for racial and gender justice. And vice versa. The pandemic has put a magnifying glass on the great fissures of structural racism and income inequality, while also bringing us together to build back our lives with different priorities. We rise together as East Bay residents who are Black, brown, immigrant, indigenous, and LGBTQ+ people and women. EBASE rises for a just recovery. EBASE rises for better pay and conditions for workers, tenant rights, public health, and re-imagined public safety. When we dream together, organize together, and fight together with directly impacted workers and communities leading the way, we win.

**OUR JOBS: essential jobs, low-wage work, and enforcement**

EBASE works alongside low-wage and frontline workers to pass policies that advance higher pay and better working conditions. This includes paid sick time to help keep workers, their families, and the public safe, healthy, and housed. When employers break the law and do not provide these basic provisions while raking in billions, it further exacerbates economic inequality. Workers' rights laws are only as good as their enforcement. EBASE partners with cities to ensure workers' rights are upheld. EBASE works to strengthen the voice of workers on the job and at City Hall.

**OUR HOMES: housing and tenant rights**

EBASE works with tenants to advance rent stabilization and tenant protection policies, while passing community benefit agreements that include building more affordable housing for low-income communities. Housing is a human right, and by ensuring that everyone has an affordable, safe home, we will create healthier, more inclusive communities.

**OUR CITIES: equitable development and budget fights**

EBASE works to deprioritize rampant corporate development in favor of investment in everyday people. EBASE campaigns focus on passing community benefit agreements on large-scale public development projects that include good jobs, local and fair chance hiring, affordable housing, and community services. EBASE re-imagines public safety shifting away from the over-policing and mass incarceration of Black and brown folks. EBASE works to restore funding to our neglected communities to get at the root causes of crime by ensuring taxpayers' dollars prioritize housing, worker protections, job training programs, youth services, and mental health treatment. This reprioritization will begin to heal structural racism and income inequality.

**OUR FAITH: FAME and faith-rooted organizing**

EBASE's faith-rooted organizing initiative, the Faith Alliance for a Moral Economy (FAME), works to bring together the very best of our spiritual traditions to infuse our economic justice movement with love, joy, and hope, redeeming both our economy and our religions. Through their work, EBASE is building a beloved community where caring and compassion reign, and where all people have their basic needs met and the fullness of their gifts are honored.

**OPPORTUNITIES FOR THE OAKLAND CAMPAIGN DIRECTOR**

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**Campaign Strategy and Coalition Management**

In coalition with partners, the Oakland Campaign Director will drive EBASE's current comprehensive and strategic campaigns that include coalition building, resident and worker organizing, faith-rooted organizing, media & strategic communications, policy development, politics, and negotiations. S/He/They will build and maintain unity within the coalition steering committee(s) regarding the overall campaign vision, strategy, and plan to win. In addition, the Campaign Director will work with coalition partners to ensure affected communities and workers—predominantly immigrant, Black and people of color—are a part of the organizing strategy and campaign plan and that campaigns provide meaningful opportunities for leadership development.

The Oakland Campaign Director will engage EBASE staff and coalition partners to carry out key campaign strategies, such as devising organizing and leadership development opportunities to engage our partners' members, creating powerful messaging and media strategies, developing policy proposals that reflect the needs of community partners and workers, identifying methods to build political support for our proposals, and engaging legal support as needed. Additionally, s/he/they will identify opportunities to engage all EBASE staff in the campaign, especially for critical campaign moments.

EBASE's current Oakland campaign is Oakland United, a coalition of residents, workers, faith leaders, youth, community organizations, and unions invested in the health, economy, and future of Oakland. Oakland United is focused on winning community benefits agreements that delivers affordable housing, good job opportunities for our residents, investments in community services, and healthy land use practices that addresses decades of environmental racism in East and West Oakland. EBASE is also a lead organization in a collaborative effort to ensure the City of Oakland adopts local budget priorities that invest in community services and public sector jobs. The Oakland Campaign Director will play leadership roles in these campaigns as well as ensuring successful implementation of policies and agreements that EBASE led and is signatory to, including Good Jobs Policies for the former Oakland Army Base and at the Port of Oakland.

### **Leadership Development and Team Leadership**

The Oakland Campaign Director will lead EBASE's Oakland Organizer, conduct regular weekly check-ins, review workplans and create and implement a leadership development plan to support their growth. S/He/They will coordinate EBASE's internal Oakland Team, which may include organizers, researchers, communicators, and faith-rooted organizers. The Campaign Director will also convene regular meetings to share information, develop strategies, and implement EBASE goals, strategies, and timelines for Oakland Campaigns. The Campaign Director may lead other Organizers or Researchers as assigned.

### **Fundraising**

Together with the Executive Director and fundraising staff, the Oakland Campaign Director will forecast and project the work, as well as prepare and edit foundation grant proposals and reports as needed. S/He/They will participate in funder briefings and build relationships with program officers as needed, and support and participate in individual donor and institutional fundraising.

### **Organizational Development and Personal Administration**

The Oakland Campaign Director will participate in weekly staff meetings, internal trainings, mandatory all staff meetings, and strategic and annual planning, implementation, and evaluation. S/He/They will support "all hands-on deck" organizational requests, including mobilization support, voter outreach, phone banking, and other activities. Additionally, the Director will maintain personal organization systems, complete reimbursements, timesheets, and lobbying reports.

## **QUALIFICATIONS OF THE IDEAL CANDIDATE**

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The ideal candidate will have significant campaign leadership, specifically organizing and coalition building experience in politically and culturally diverse communities. S/He/They will be experienced in supervising and training a team including organizers, researchers, and communicators. While no one candidate will embody all the qualifications below, the ideal candidate will possess many of the following professional and personal abilities, attributes, and experiences:

- Minimum five years of experience in policy or electoral campaigns and a demonstrated ability to engage citizens at the grassroots level, build and manage dynamic coalitions, speak and write compellingly about policy issues, and implement a campaign plan that is rooted in a power analysis and includes multiple strategies.
- Ability to manage multiple projects and stay accountable to individual and team workplans and goals.
- Deep commitment to social, economic, and racial justice.

- Effective in developing trusting relationships and strong teams, both among EBASE staff and with organizational partners. Adept at leading discussions and leading groups to make clear decisions.
- Strong understanding of movements to develop community-centered political power with and in communities of color and historically under-resourced communities. Experience working with low-income communities of color and low-wage workers of color.
- Strong understanding of policy advocacy and policy development experience, particularly on jobs and employment issues and equitable development, targeted hire and fair chance hire is highly desirable.
- Deep political understanding of East Bay cities and region and/or experience organizing or campaigning on workers' rights, tenant rights, or racial justice.
- Exceptional organizational skills and ability to prioritize and coordinate multiple projects, activities, and actions with competing deadlines; ability to balance short and long-term objectives and details with the big picture.
- Excellent written and verbal communication skills, strong skills in planning for and facilitating effective meetings that allow for robust debate and clear outcomes. Ability to present information in a clear and compelling style to inform staff, partners, and community, and influence decision-makers.
- Strong and authentic relationship building skills; comfort working across a diversity of groups and interests.

**Work Environment:** Currently all EBASE staff are working from home in light of COVID. In the future, this position will be based out of the Downtown Oakland office.

**Compensation:** The full-time salary range for this role is currently targeted between \$80,000 - \$90,000, with an exact salary depending on experience, with an annual cost of living adjustment, depending on budget. EBASE contributes 3% - 6% of employee salary towards the 401(k)-retirement plan and provides additional benefits valued at roughly \$25,000 per year. It includes fully paid employee health insurance (medical, chiropractic, and acupuncture), generous vacation, sick leave, personal days, holidays, and training and professional development opportunities. EBASE provides an excellent working environment that encourages teamwork and recognizes high-quality work. This position is part of a bargaining unit represented by CWA Local 9415.

## TO APPLY

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More information about **East Bay Alliance for a Sustainable Economy** may be found at: [workingeastbay.org](http://workingeastbay.org)

This search is being led by [Catherine Seneviratne](#) and [Chaz Chapman](#) of [NPAG](#). Candidates are invited to submit their cover letter, outlining their interest and qualifications, along with their resume via NPAG's website.

***EBASE is an affirmative action employer and strongly supports the social goals of affirmative action. Therefore, we make special efforts to recruit individuals from historically underrepresented groups in professional environments or suffer broader societal discrimination.***