



Political Director Oakland, California

EXECUTIVE SUMMARY

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.

At **East Bay Action (EBA)**, we envision an East Bay where all people are free and are able to work and live with dignity. We build political power in Black and brown communities in the East Bay among tenants, low wage workers, people who are formerly incarcerated, and immigrants to influence policy decisions that shape our lives and our communities as a whole. We are creating an authentic democracy starting at the local level. We believe we all have a role to play in engaging voters, crafting solutions, becoming leaders, and governing our cities and towns. East Bay Action is a 501c4 organization.

In support of their missions, EBASE and East Bay Action seek an experienced and strategically inclined **Political Director** to lead political power-building strategies including electoral organizing, voter outreach, and candidate endorsement efforts. The Political Director will work closely with EBASE's Oakland and Contra Costa campaign teams to execute civic engagement activities that advance our local campaigns for worker justice, tenant rights, equitable development, moral budgets, and racial justice. The Political Director will coordinate with community and labor allies to strengthen alignment and maximize opportunities and will engage with civic engagement organizations locally, regionally, and statewide. S/He/They will supervise canvass teams and develop the electoral skills of EBASE and EBA staff towards increasing organizational capacity. This position is part of the organization's senior leadership and will report to the Executive Director. The Director will be a strategic campaigner who is rooted in movement building, committed to racial justice and able to build meaningful relationships with a variety of constituencies to move a shared, successful program.

EBASE and East Bay Action work in tandem to advance activities in support of shared goals. This position is shared between the two organizations.

ORGANIZATIONAL OVERVIEW

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 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.

EBASE utilizes civic engagement and electoral organizing in concert with our comprehensive campaign model to build power among coalitions of workers, tenants, immigrants, faith leaders, and communities of color to win transformative change. EBASE has designed and won local ballot initiative campaigns to pass policies as well as engaged in voter outreach efforts to build support for local policies on worker rights, tenant protections and equitable development. EBASE is a founding and core member of civic engagement collaboratives including Oakland Rising, Lift Up Contra Costa, and Bay Rising. In 2021, East Bay Action was incorporated to expand tools available for building voter power and influencing policy decisions and candidate races. In the near term, East Bay Action will be active in both Oakland and Contra Costa.

OPPORTUNITIES FOR THE POLITICAL DIRECTOR

Electoral Organizing and Campaigns

The Political Director will lead development of political power building strategies and activities in service of EBASE's Oakland and Contra Costa campaigns and organizing. The Political Director will work closely with Oakland and Contra Costa teams and our allies to design and implement these strategies which may include voter outreach programs, direct mail, candidate engagement, ally coordination, and local ballot initiatives. The Political Director will have a hands-on role in creating and implementing EBA's field campaigns. The Political Director will lead East Bay Action's work planning and program development to anticipate and respond to challenges and opportunities and propose program and resource shifts to meet those challenges/opportunities. S/He/They will help to ensure that programs run with a clear political strategy, and that organization values are represented.

Leadership Development and Supervision

The Political Director will support overall staff and member leader skills development in regards to electoral organizing skills, strategy and knowledge such as door-knocking, turf-cutting, text-banking, voter registration, and candidate endorsements. This includes incorporating electoral skill development into EBASE's tenant leadership development programs and providing hands on mentorship and training to EBASE staff who take part in East Bay Action's work. S/He/They will also be responsible for hiring and supervising a canvass team as needed to run field outreach programs and using such programs to develop the leadership and skills of member leaders, staff, and volunteers.

Organizational Partnerships and Leadership

In collaboration with the Campaign Teams and Organizational Leadership, the Political Director will set the overall direction of our political and electoral strategy. The Political Director will represent EBA's priorities with allies and candidate endorsements processes. S/He/They will proactively identify points of alignment among community and labor allies to increase our collective impact and will maintain and grow EBA's

partnerships with other 501c4 organizations in the region and the state. S/He/They will manage EBASE's role and presence in civic engagement and electoral campaign coalitions and synchronize electoral and civic engagement work within the organization. This person will hold and build relationships with elected officials, candidates, and political campaigns while also engaging in some public facing spokesperson responsibilities to advocate EBA's positions and priorities.

Fundraising and Program Management

In partnership with the Executive Director, the Political Director will co-create and manage the 501c4 budget, while tracking funds according to donor requirements (i.e., c3, c4, PAC). S/He/They will develop project and program concepts for grant proposals, grant reporting, capacity building, and grassroots fundraising efforts to advance EBASE's work. Together with the Executive Director, s/he/they will play a leadership role in pitching EBA's work with allies and donors and identifying funding opportunities.

QUALIFICATIONS OF THE IDEAL CANDIDATE

The ideal candidate will have experience developing and implementing electoral organizing and political power building strategies including field programs, candidate engagement and endorsements, and coalition building. S/He/They will be experienced in supervising voter outreach teams and supporting the skills development of canvassers, organizers, campaigners, volunteers, and member leaders. S/He/They will thrive in a collaborative and coalition-based environment and have exceptional political astuteness rooted in long-term movement building economic and racial justice values. 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 and successful track record of designing and implementing electoral organizing and political power building strategies including field programs, mail, candidate engagement and endorsement, and coalition building.
- Demonstrated experience running effective field programs including door-to-door, phonebanks, and text banks, with both paid staff and volunteers.
- Strong relationship and alliance-building skills, including ability to identify partners' interests, convey EBASE and EBA's organizational interests, and identify common ground.
- Ability to effectively supervise multiple individuals, including permanent or temporary staff with experience managing staff sharing agreements between 501c3 and 501c4 organizations.
- Experience engaging grassroots leaders in electoral organizing activities and providing mentorship and skills building activities. Experience with training volunteers and entry-level staff in field tactics (phone banking, texting, email, door canvassing, tabling).
- Strong understanding of and experience in movements to develop community-centered political power with and in communities of color and historically under-resourced communities.
- 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.

- Demonstrated experience in program development and oversight, budget tracking and projecting, and including an understanding of funding restrictions related to 501c3, 501c4, and candidate activities and understanding of lobbying limitations.
- Excellent written and verbal communication skills, and ability to present information in a clear and compelling style.
- Strong and authentic relationship building skills; comfort working across a diversity of groups and interests.
- Fluency in Spanish preferred.

Work Environment and COVID Safety: Currently, EBASE is implementing a 6-month transitional period when all EBASE staff are working three days/week in the office and 2 days/week at home. In the future, this position will be based out of the Downtown Oakland office with regular time spent in the Concord office to support in person meetings and field programs. All employees are required to be fully vaccinated.

Compensation: The starting salary range is between \$80,000 - \$90,000 (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.

TO APPLY

More information about **East Bay Alliance for a Sustainable Economy** may be found at: 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.