



CITIZEN ACTION OF WISCONSIN

Citizen Action of Wisconsin Movement Organizing Director Job Description

Organizational Background: Citizen Action of Wisconsin is an issue focused non-profit organization committed to achieving anti-oppressive, economic, and environmental justice. We are dedicated to achieving a Wisconsin and an America where every human being has an equal opportunity to live a meaningful and fulfilling life. Citizen Action of Wisconsin brings together thousands of activists and allied groups across Wisconsin to deepen democratic participation and create an issue environment that advances a progressive public policy agenda.

In late 2017, Citizen Action adopted a cutting edge [8 year issue agenda](#) that was written by hundreds of members across the state. Most fundamentally, we believe that issues matter. It is through transformative issues that capture the public imagination and reveal the dissonance between our nation's ideals and its economic, social and environmental realities that average people see their stake in the public sphere and are motivated to participate in their democracy and fight for meaningful and lasting change. Current major issues include [Healthcare for All](#) and [Green New Deal](#) (climate change, and racial/economic equity).

Citizen Action is spearheading the development of innovative new grassroots organizing techniques, and seeks candidates who are interested in embracing new dynamic approaches. More information on current Citizen Action of Wisconsin programs can be found at citizenactionwi.org.

Job Description: Citizen Action of Wisconsin is seeking to hire a dynamic and socially committed person to join our management team as the Movement Organizing Director beginning as soon as January 14th of 2021. This is a full time (40-50 hrs/week on average) salaried position. Some evenings and weekends required, as well as semi-frequent in state day and overnight travel, and occasional out of state travel. Applicants must have a valid drivers license, access to a reliable vehicle, and be able to provide proof of liability insurance. Normally, this position would travel on a weekly/bi-weekly/monthly basis to other regions of the state, but during the COVID-19 public health emergency, it is a majority work from home position. Applicants must have unlimited access to reliable high speed internet and cellular service at home, and an aptitude for/desire to learn how to both conduct organizing and manage a team of individuals across the state via virtual and phone communication. Women, Bi-racial/People of Color, members of the LGBTQ+ community, and formerly incarcerated individuals are strongly encouraged to apply.

This position reports directly to the Associate Director and involves maintaining, growing, and evolving a democratic membership organizing model pioneered by Citizen Action of Wisconsin known as an [Organizing Cooperative](#) (a modernized chapter system). Citizen Action of Wisconsin currently supports 7 member driven Organizing Co-ops that cover 80% of the state geographically. This position will involve day to day direct supervision of 2-5 regional Citizen Action of Wisconsin Co-op Organizing Staff. The Movement Organizing Director will work with Co-op Organizers and other staff to maintain and grow dues paying membership; integrate statewide (and at times national/federal) issue and electoral campaigns into the local co-ops; as well as work closely with the Executive Director and Climate and Equity Director to lead and advance rural/suburban Climate campaigns in four rural/suburban co-op regions. The Movement Organizing Director will work together with member-leaders and Citizen Action staff to advance diverse issue, legislative, and electoral campaigns that have real impact on our communities and make large scale changes in Wisconsin to open up opportunity for all.

As the Organizing Co-op model is unique to Citizen Action of Wisconsin, the successful Movement Organizing Director will learn new skills on the job, and will be provided with training and onboarding that may take up to 6-12

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months, while also “jumping in” to the work to gain lived experience. After 6 months to a year, the successful Citizen Action of Wisconsin (insert title here) will be highly skilled in day to day supervision, training, support, and ongoing professional development of Organizing staff; Recruiting and retaining dues paying members as well as maintaining and administering Citizen Action of Wisconsin membership data in Citizen Action’s CRM/Membership Data Base (EveryAction) and other tech and tools; Small and large dollar fundraising; Strategic short and long term strategic planning including tactical planning and goal setting.

Primary Job Responsibilities:

- Work with the Associate Director and other staff to evolve the Co-op Model and maintain and grow membership in each co-op region both by directly working to recruit and maintain dues paying members, and by supporting Co-op Organizers in recruitment and retention of dues paying members. Form positive working relationships with potential and existing member leaders that lends to regional specific base building, membership recruitment and retention, and leadership development. Collaborate with Member Leaders and CAW Staff to ensure each regional Co-op Structure and Culture is “healthy” and meets the vision of the Co-op Model and the organization as we strive to be a multi-cultural organization that works on anti-racist policies.
- Learn, embrace, and implement CAW’s Management and Accountability Structure and Culture, and manage 2-5 regional Co-op Organizers to successful achievement of membership recruitment and retention goals, as well as issue, legislative, and electoral campaign goals. Additionally, handle all administrative duties related to supervision of 2-5 staff, including (but not limited to) weekly/bi-weekly check ins, processing timesheets, reimbursement requests, time off requests, staff reviews etc.
- Work with the Associate Director and other staff to devise tactics, metrics, and goals related to statewide issue and electoral campaigns that the Co-op Organizers will implement, and oversee successful implementation and goal achievement and result in membership recruitment and retention via leadership development of members and volunteers. Work to create and organize opportunities for statewide activities and actions that the Co-op Organizers can work on as a team, while still advancing individual co-op regional specific work.
- Work with other staff to devise organizer training modules unique to CAW’s organizing model, and provide ongoing training and professional development to CAW Organizing staff. In collaboration with other staff, participate in the hiring, onboarding, and training of new organizing staff.
- Learn and become an expert in maintaining membership data in CAW’s membership data base (Every Action), as well as other fundraising and digital organizing tools and functions within Every Action and other tech platforms, and train and support organizing staff and other Directors on use of Every Action and other tech and tools to advance multi-level issue and electoral campaigns. Additionally, work with other staff to track work in a way that is able to be analyzed and used to improve future work.
- Lead and advance CAW’s Rural and Suburban Climate campaign in close collaboration with the Executive Director and Climate and Equity Director, and work with Co-op members and staff to design and implement local Climate Campaigns.
- Serve as CAW’s representative on coalitions, to partner organizations, and to our national affiliate People’s Action in regards to rural/suburban organizing issues and campaigns.
- Embrace a “Culture of Philanthropy” where fundraising is viewed as all staff’s responsibility, a key aspect of our work, and viewing money and resources as tools for action and building power that we otherwise don’t have. Work individually and with other director level staff to form and maintain relationships with existing and new funders, and participate in the grant writing, tracking, and reporting process.
- Create effective written and digital content regarding the description of a CAW Co-op, and Issue Campaigns within the Co-op, as well as organizational and issue educational presentations to be provided to members and the general public.

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- Work with other staff to identify and recruit individuals to run for all levels of office and recruit progressive candidates to become dues paying members, as well as work to form and maintain positive working relationships with sitting elected officials/their staff and candidates running for office that will practice co-governance with Citizen Action of Wisconsin members and supporters and be champions on our issues. During elections, work directly with local and statewide candidate campaigns, and participate in Federal level candidate advocacy campaigns in an effort to ensure that Citizen Action of Wisconsin member and endorsed candidates are elected.

Other Responsibilities Include:

- Participation in weekly Management and Staff meetings
- Work with all other staff to plan and implement annual fundraising and membership events
- Assist Executive Director in recruitment of Board Members
- Work in collaboration with all staff to embrace and evolve CAW's office culture and values.
- Integrate Citizen Action's values-based communication into all organizing work.
- Embrace and effectively utilize new communications technology, as well as other tech and tools to augment on-the ground organizing.
- Collaborate on design and participate in annual all staff and management staff retreats and strategic planning sessions.

Required Experience and Qualifications:

- Philosophical commitment to progressive values of economic, gender, racial, anti-oppressive, and environmental justice and equity along with health care freedom for everyone in Wisconsin and America, as well as a commitment to working on racial justice issues, working with communities of color, and with a multicultural base of individuals.
- A minimum of two years of direct/community/relational organizing experience
- A minimum of one year experience with managing minimum of 2 staff (in any industry)
- Demonstrated ability to successfully meet small dollar fundraising goals.
- Beginner level experience using Voter Activation Network or EveryAction (creation of walk or phone lists at a minimum)
- Ability to or aptitude and desire to learn how to manipulate and analyze membership, voter, and program tracking data sets to be used for transferring data from one database to another, program and campaign tracking and evolution, reporting, and other uses.
- Intermediate computer skills including designing flyers and digital content to be used for social networking and at a minimum, familiarity with Google Suite (including but not limited to gmail, gchat, GoogleDocs), Microsoft Word and Excel, as well as managing Facebook pages and/or Twitter accounts).
- Ability to design and provide training related to organizing skills, tech and tools skills, and issue/policy education to staff and members in a way that is conducive to diverse individual learning styles. ([Audio, Visual and Kinesthetic](#))
- Experience working with a broad array of organizations in a coalition on issues of social, racial, and economic justice.
- Ability to understand public policy issues and translate them into organizing issues that motivate average people to act.

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- Strong creative strategic thinking skills and willingness to innovate in fast moving issue campaigns and meet deadlines.
- Excellent written and verbal communication skills, including ability to produce effective flyers, email alerts, coalition and program reports, effective social media posts.
- Excellent listening, interpersonal and problem solving skills, strong personal task prioritization and time management skills, organization skills, and the ability to work under pressure, and the ability to resolve conflicts while maintaining effective relationships.
- Ability to function in an ever changing work, cultural, and office environment and political landscape with a [Growth Mindset](#).
- Ability to undertake periodic travel in Wisconsin and occasionally out-of-state.

Desired Experience and Qualifications (not required):

- Experience in labor organizing
- Experience with managing staff that are part of a Labor Union
- Some experience with building and/or participating in diverse coalitions working on social and racial justice issues.
- Some experience with candidate campaigns (volunteer or paid)
- Experience with Large Dollar fundraising and/or grant writing
- Ability to create coherent, strategic, and trackable written campaign plans
- Formal workplace conflict resolution training
- Experience providing racial and gender equity trainings within the nonprofit industry
- Experience with working on racial justice issues and/or working in communities of color.
- Bilingual/multilingual a plus.

Salary and Benefits: This is a full-time position which includes health care, dental and employer-matched 401K, life insurance, disability insurance, cell phone allowance, and other benefits. Some weekend and evening hours required. Minimum salary rate is \$55,000.00 annually, and is negotiable upon offer of employment based on experience and qualifications.

Application Process: Email cover letter and résumé to Associate Director Angelique Rogers at angelique.rogers@citizenactionwi.org. **Please, no calls or in person inquiries, as we want to ensure a fair hiring process.**

Interview and Hiring Process: The Hiring team will review applications as they come in. The Interview process will begin on a rolling basis as soon as we feel we have a diverse and qualified applicant pool, and the process could take 4-6 weeks at a minimum depending on the applicant pool.

Upon review of cover letters and resumes, if you are chosen to participate in the pre-interview process, a Citizen Action of Wisconsin Hiring Team member will reach out to you via email to schedule a pre-interview via phone to meet/get to know you a bit, clarify the role and required qualifications with you, and answer any questions you may have the job or the organization as a whole.

After the pre-interview, if you are chosen to participate in a Video (Zoom Interview), a Hiring Team member will reach out to you via phone or email to schedule a first interview with 2-3 members of the Hiring Team. Finalists from the first round of video interviews may have 1-2 additional video interviews, and possibly be asked to complete a brief “skills test” depending on the number of finalists.

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