

Job Description: Perteneceemos Campaign Manager

Position Title: Perteneceemos Campaign Manager

Organization: IncludUs Fund

Location: Remote (Travel Required)

Employment Type: Full-Time (Contract)

About IncludUs Fund:

IncludUs Fund is a visionary organization committed to systemic change and equity through education, health, economic empowerment, environmental justice, civic engagement, and cultural empowerment. As part of its mission to empower underserved communities, IncludUs has launched the *Perteneceemos Campaign* to support Latino immigrants in their journey toward U.S. citizenship and advocate for comprehensive immigration reform.

Position Overview:

The Perteneceemos Campaign Manager will lead the execution of this groundbreaking initiative, combining digital outreach, grassroots mobilization, and cultural engagement to empower Latino immigrants. This role requires a highly organized, strategic, and collaborative leader with a passion for community engagement and social impact.

Key Responsibilities:

Campaign Leadership:

- Develop and execute a comprehensive campaign plan aligned with the mission, strategy and goals of Perteneceemos.
- Oversee the implementation of outreach efforts, digital engagement, and grassroots events to maximize impact and participation.
- Manage relationships with artists, influencers, community organizations, and partners to amplify campaign reach.

Program Management:

- Coordinate the delivery of educational resources, and application support for naturalization via digital platforms.
- Plan and execute major cultural events, including the National Mall concert and 10 cultural festivals.

- Monitor progress toward campaign goals, ensuring measurable impact in outreach, naturalization, and advocacy efforts.

Team and Partner Collaboration:

- Lead a cross-functional team, providing direction and support to staff, volunteers, and contractors.
- Serve as the primary liaison between IncludUs Fund leadership and campaign stakeholders.
- Build partnerships with local organizations, businesses, faith groups, labor groups, advocacy groups, and other collaborators.

Advocacy and Communications:

- Manage the campaign's digital hub and social media presence, driving engagement and traffic.
- Create compelling narratives to mobilize advocates and promote immigration reform.
- Represent the campaign at community events, partner meetings, and public forums.

Budget and Reporting:

- Oversee the campaign budget, ensuring alignment with financial goals.
- Provide regular updates and reports on campaign progress, challenges, and opportunities.

Qualifications:

Education and Experience:

- Bachelor's degree in Public Administration, Communications, Social Work, or related field.
- 5+ years of experience in campaign management, nonprofit leadership, or community organizing.
- Proven track record of leading successful large-scale campaigns or programs.

Skills and Competencies:

- Strong project management and organizational skills with the ability to manage multiple priorities.
- Exceptional communication and interpersonal skills, including public speaking.
- Proficiency in digital marketing, social media strategy, and analytics.
- Experience with event planning and partner engagement.
- Fluency in Spanish and English is required.

Personal Attributes:

- Passion for social justice and community empowerment.
 - Cultural competence and understanding of Latino immigrant communities.
 - Ability to work independently and collaboratively in a fast-paced environment.
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Compensation and Benefits:

- Competitive salary commensurate with experience.
 - Comprehensive benefits package, including health, dental, and vision insurance.
 - Paid time off, holidays, and flexible work arrangements.
 - Opportunities for professional development and growth.
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Application Process:

Interested candidates should submit the following to admin@includUs.org:

1. A cover letter detailing your passion for the campaign's mission and relevant experience.
2. A resume highlighting your qualifications.
3. Contact information for three professional references.

Deadline to Apply: Jan 31st 2025

Join us in empowering Latino immigrants and advocating for a more inclusive society. Together, we can create lasting impact through the *Pertenecemos* Campaign.