COVID-19 VACCINE TRUST CAMPAIGN
DIRECTOR/MANAGER OF DATA AND ANALYTICS

Civic Nation seeks a leader of Data and Analytics for a new public education and grassroots mobilization effort, the COVID-19 Vaccine Trust Campaign, which seeks to build trust in the COVID-19 vaccines and promote other behavioral changes to combat the pandemic. The effort will serve as a centralized hub to coordinate and disseminate messages and effective strategies through a broad coalition of trusted partners.

Reporting to the VP of Research and Impact, this person will be primarily responsible for providing strategic recommendations on how to allocate resources to high-priority populations, and building the data infrastructure to support outreach efforts across the organization. This role will be offered at either a Director or Manager title depending on the background and experience of the person hired.

The ideal candidate for this position brings at least five years of data and analytics experience, has supported data and targeting within a fast-paced, multi-faceted organization, has demonstrated experience in setting up and working with integrated databases, and is passionate about making data accessible and transparent to people of all technical backgrounds. While this role does not have direct reports to start, it is possible that they will manage 1-3 people as the organization grows.

This is a remote, "short" term campaign that will end in July 2022.

ABOUT THE COVID-19 VACCINE TRUST CAMPAIGN
Extensive research shows that half of Americans say they either will not or are unsure if they will get a COVID-19 vaccine, with particularly high rates of uncertainty among the very communities hardest hit by the pandemic. Experts across the public health sector are calling for an unprecedented public outreach campaign to overcome this hesitancy.

Recognizing this urgent need, we are launching the COVID-19 Vaccine Trust Campaign, a communications, outreach, and grassroots mobilization effort to build public trust in the COVID-19 vaccines through trusted messengers who can engage in dialogue and share clear, consistent information with the target audience. The program will serve as a centralized hub to coordinate and disseminate messages and effective strategies through a broad coalition of trusted partners. We'll work with partner organizations to reach local leaders who will serve as medical experts, and work to expand our network of validators through grassroots programs that encourage community-based institutions to share information with their communities.

YOUR IMPACT

- Proactively identify and integrate relevant data sources - examples such as population-level demographic indicators, individual models, or live COVID statistics - that will support resource allocation decisions across the organization.
- Work closely with the organizational leadership to recommend priority communities to target with specific resources and assistance, and provide in-depth data on the characteristics of those communities.
- Work closely with the rest of the Research & Impact team to connect targeting decisions to messaging recommendations and partner organizations' programs.
- Identify, build and/or procure, and deploy reporting and data management tools across the organization and potentially to community partners.
- Provide training across the organization and to community partners on how to leverage internal as well as public data resources to inform their operations.
- Work closely with national and community partners to leverage knowledge and coordinate data and targeting decisions, in order to provide organizational visibility into the broader landscape.
- Integrate program and community partner data back into targeting frameworks in order to re-assess and evaluate strategy on an ongoing basis.

YOUR EXPERIENCE

- 5+ years of directly relevant experience, managing data and targeting for fast-paced, complex organizations.
- Experience designing and managing an organization's data infrastructure.
- Has worked with a political, advocacy, or public policy campaign.
- Experience managing data for a national program preferred.
- Management experience preferred.
- Experience in public health and/or demography is a plus.

YOUR COMPETENCIES

- An informed and thoughtful point of view on defining and targeting hard-to-reach and under resourced communities.
- Competence with database management language such as SQL, and an open-source statistics language such as R or Python.
- A high level of emotional intelligence and communication skills, and an ability to (and interest in) talk about data and technical concepts to a broad audience of people with varying technical backgrounds.

- Experience with public demographic and/or public health datasets, such as ACS, CDC indices, Census, etc.
- Ability to work with geospatial data preferred.
- High level of comfort in a rapidly changing environment, and demonstrated ability to manage multiple priorities.

ABOUT CIVIC NATION

Civic Nation serves as a mobilization hub at the intersection of creative communications, community organizing, narrative and culture change strategies, and high-level stakeholder engagement. At Civic Nation we house some of the most innovative campaigns organizing for progress across the country including It's On Us, The United State of Women, and When We All Vote, Co-chaired by Michelle Obama.

Civic Nation also partners with some of the country's most influential voices, brands, organizations, and institutions, and brings together a collection of leading talent with deep expertise in their individual issue area and a collective passion for civic engagement.

SALARY AND BENEFITS

The salary range for this position is $90,000-$125,000. Our comprehensive benefit plan includes 100% employer-paid health, dental, and vision insurance for employees; generous paid time off; access to 401k plan, and more.

TO APPLY

To apply, submit a cover letter and resume to careers@civicnation.org with the subject line Director/Manager of Data and Analytics, COVID-19 Vaccine Trust Campaign.

The cover letter, addressed to Christine Campigotto, should be concise, compelling, and include what makes you the best fit for this role. If you wish, please feel free to include a work sample such as targeting recommendations, a dashboard or report, or other relevant work you've done in your career.

The urgency of this campaign matches the urgency of the crisis we face. We will be scaling up quickly and will fill roles on a rolling basis. Applications will be accepted until the position has been filled.

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At Civic Nation, diversity, equity, and inclusion are directly aligned with the fundamental belief that people are inherently capable but often lack opportunity. We know that a diverse workforce allows us to see problems in more nuanced ways, creating the thought leadership needed to fulfill our mission and reach our goals. Civic Nation is an equal opportunity employer and welcomes people from all backgrounds, experiences, abilities, and perspectives to apply.