COVID-19 VACCINE TRUST CAMPAIGN
MANAGING DIRECTOR

Civic Nation seeks a Managing Director 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 Executive Director, the Managing Director will be primarily responsible for visioning, planning, hiring for, and implementing an outreach and grassroots mobilization program. This position will oversee the Partnerships, Program, and Training teams and ensure the effective coordination between these departments and across the organization.

The ideal candidate for this position brings at least a decade of campaign, organizing, and management experience; has built large-scale campaigns from scratch before; demonstrated ability to foster an environment of collaboration and teamwork; has deep understanding of how to build community and relationships; and is passionate about equity in our healthcare system. This person should also be proactive, detail-oriented, be an excellent project and staff manager and thrive in balancing the execution of multiple priorities.

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

In collaboration with the Executive Director and senior leadership team, the Managing Director will:

● Vision, create and implement an 18-month strategic plan to build trust in the COVID vaccines
● Develop and manage a multi-million dollar campaign budget.
● Ensure that program strategy is data-driven and metrics oriented.
● Create and implement systems for accountability, tracking and reporting out progress on key goals and metrics.
● Make recommendations on programmatic shifts as needed.
● Collaborate with key health + medical experts and other partner organizations.
● Recruit, onboard, and manage Partnerships + Outreach, Programming, and Training department leads.

YOUR EXPERIENCE

● 10+ years campaign and advocacy experience in leadership positions.
● Has managed large-scale, complex, multi-layered infrastructures.
● Experience with building effective public, private and non-profit coalitions.
● Has a track record of getting results in a fast-paced professional environment.

YOUR COMPETENCIES

● Excellent written and verbal communications skills.
● Excellent organizational, management and interpersonal skills.
● Values community building and relationships.
● Strong ability to listen, understand, connect, earn trust of, and collaborate with employees at all levels of the organization.
● Deep and proven dedication to issues of diversity, equity, and inclusion.
● High degree of comfort with change and working in a rapid response environment.
● Experience in healthcare advocacy space preferred
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 $140,000 - $170,000. 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 Managing Director, COVID Vaccine Trust Campaign.

The cover letter, addressed to Chris Wyant, should be concise, compelling, and include what makes you the best fit for this role. As all good relationships are built on trust, whether with friends, family or otherwise. Please also include what trust means to you and how you think about building trust.

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.

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.