



Color of Change

VP, Membership Engagement & Activation

Washington, DC/New York, NY



Background

Color of Change (COC) is the nation's largest online racial justice organization. As a national online force driven by millions of members, we move decision-makers in corporations and government to create a more human and less hostile world for Black people in America. We activate our members to take action on crucial issues—from criminal justice to media representations, tech regulation, the social safety net and voter freedom—so that we can build the power necessary to transform the written and unwritten rules of society. Our work – both rapid response and long-term campaigns for change – amplifies the voices of Black folks and our allies, building power and delivering meaningful wins that create consequences for racial injustice and build momentum for implementing solutions that move Black people and all people forward.

Position Description

Reporting directly to the Executive Vice President, the Vice President will provide leadership, effective management, and oversight of the overall Color of Change member experience online and offline. The person who fills this position will work to create one vision and strategy for building authentic, meaningful relationships with Color of Change members across channels. We are looking for a dynamic, innovative, and motivational leader to develop and implement our member experience strategy and serve on the organizational executive team.

Primary Responsibilities

Strategic Planning and Execution

You will develop a strategic vision for Color of Change's membership that aligns with our impact strategy and theory of change. You will work to bridge our online and offline organizing strategies and mobilize a diverse group of internal stakeholders toward a shared vision and implementation of this vision.

Member Lifecycle Research and Experience Design

You will own the lifecycle of a Color of Change member, from acquisition to activation to attrition. You will lead a discovery process that helps define our theory on how to acquire members, activate members, and create deep member connections. You will design studies and input/analysis mechanisms for supporting greater member activation and deep connection in ways that support Black power-building and design the means of making sure leaders across the organization can understand and integrate these insights. You will keep a consistent pulse on membership data and various feedback loops of member activity, including what drives people to affiliate and unaffiliate.

Member Development

You will promote and build internal and external support for our local squad initiatives, member events, people-powered programs, and electoral activities.

Leadership

You will be responsible for the performance of your direct reports. You will ensure cohesion and effective communication amongst senior leaders within the organization and facilitate small and large group meetings internally and externally.

Public Speaking

You will act as a thought leader and spokesperson to the media and large audiences on behalf of Color of Change as needed.

Campaigns Department

You will lead the Campaigns Department alongside the two other Vice Presidents. This will include developing and implementing a vision related to departmental goals, culture, and infrastructure. In addition, you will represent the Campaigns Department on the President's Leadership Team.

Key Competencies

Strategic Mindset

- You look ahead to future possibilities and translate them into breakthrough strategies

Big Picture Thinking

- You take a broad view when approaching issues, using a global lens

Stakeholder Focus

- You build strong stakeholder relationships and deliver targeted solutions

Manages Complexity

- You make sense of complex, high quantity, and sometimes contradictory information to effectively solve problems

Plans & Aligns

- You plan and prioritize work to meet commitments with organizational goals

Action Oriented

- You take on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm

Qualifications

- Strong commitment to racial justice (politically and in the development of one's own leadership).

- 10+ years of experience engaging networks of grassroots supporters, with a focus on progressive issues and campaigns. Prior experience as an organizer in a campaign focused on volunteer/voter contact and comparable online to offline advocacy programs is preferred.
- At least five years in management or leadership roles.
- Proven track record of using multiple channels and strategies to engage audiences of supporters, subscribers, or volunteers (including digital, one-on-one conversations, house parties, community meetings, phone and text banking, and direct actions)
- Documented excellence in leading and communicating organization-wide efforts in planning, implementation, and financial management
- Excellent interpersonal skills to inspire, motivate, hold accountable and troubleshoot the complex issues that arise in a large campaign
- Ability to juggle multiple projects with clear priorities and to easily articulate the connections between the big picture and specific action plans and timetables
- Ability to translate big-picture thinking into written plans and presentations, and are confident in presenting and advocating those plans internally and externally
- Strong organizational, written and verbal communication skills

Location

Washington, DC/New York, NY preferred, but remote candidates are welcome

Compensation and Benefits

This is a full-time, exempt position. The compensation for this role is \$220,000 per year. Color of Change also offers a competitive benefits package.

This position description is based upon material provided by the Color of Change organization, an equal opportunity employer.

To apply for this position, please click [HERE](#).

Raven Stubbs, Talent Consultant

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