

Campaign Strategist

Clean Slate Initiative

Remote

Salary: \$100,000 - \$123,000

BACKGROUND

The Organization

Founded in 2019, the Clean Slate Initiative (CSI) is a national bipartisan organization advancing policies to automate and expand eligibility for record clearance. One in three Americans lives with a past arrest or conviction record that limits their ability to find work, continue their education, obtain a professional license, or fully participate in family and civic life.

The Clean Slate Initiative's vision is that people will no longer be defined by their records and will have the opportunity to contribute to their community, have a fair opportunity to work, get an education, and achieve their full potential. The Clean Slate Initiative passes and implements laws that automatically clear eligible records for people who have completed their sentence and remained crime-free and expand who is eligible for clearance. To date, twelve states have passed Clean Slate laws impacting more than 15 million people. The Clean Slate Initiative works with bipartisan leaders and organizations and offers our expertise on what works: intelligent policy design, an eye toward implementation, and campaign strategies that center lived experience. Along the way, we work to redefine the narrative around people with records, cutting through the bias and stigma, to reorient the legal system to live up to the ideals of second chances. Learn more about our work [here](#).

The Position

The Campaign Strategist at the Clean Slate Initiative (CSI) is a pivotal role that sits at the intersection of national policy objectives and grassroots action. This position requires a dynamic individual who can seamlessly navigate the complexities of state-level politics while maintaining a bird's-eye view of the organization's broader mission.

ROLE OVERVIEW

The role requires a combination of strategic thinking, relationship management, and cross-functional collaboration to drive successful legislative campaigns and strengthen the organization's impact in various states.

On any given day, a Campaign Strategist might find themselves deep in conversation with local advocacy groups in one state, analyzing the political landscape to identify potential allies and obstacles. They're the chess players of the organization, always thinking several moves ahead. By conducting thorough power analyses, they map out the intricate web of relationships and influences that could make or break a legislative campaign.

As they build and nurture coalitions, Campaign Strategists become the trusted advisors to a diverse array of partners. They're not just strategists; they're also educators and motivators. They might spend their morning on a video call with a grassroots organization, explaining the nuances of a proposed clean slate bill, and their afternoon collaborating on a compelling narrative to help sway a hesitant legislator.

The role demands a delicate balance of diplomacy and assertiveness. Campaign Strategists must be able to guide partners towards a shared vision while respecting local expertise and autonomy. They're the conductors of a complex orchestra, ensuring that each player hits the right notes at the right time to create a harmonious push for legislative change.

But their work isn't confined to external relationships. Within CSI, Campaign Strategists are the vital connective tissue between various departments. They collaborate closely with the Campaigns Director to ensure that state-level efforts align with the organization's strategic goals and priorities. They work hand-in-hand with the Marketing and Communications team, translating complex policy ideas into compelling stories that resonate with diverse audiences. They partner with the Research and Data team to leverage hard data in making strategic decisions and communicating potential impacts to stakeholders.

The role also carries significant responsibility in resource allocation. Campaign Strategists must keep a watchful eye on how funds are used, ensuring that every dollar contributes meaningfully to the goal of policy change. This requires not just financial acumen, but also the ability to make tough calls about where resources will have the greatest impact.

Knowledge management is another crucial aspect of the role. Campaign Strategists are the keepers of valuable insights and lessons learned from each campaign. They meticulously document progress, challenges, and wins, ensuring that the organization can learn and adapt its strategies over time. Their contributions to the CSI Annual Convening help to disseminate this knowledge across the network, fostering a culture of continuous improvement and shared learning.

In essence, the Campaign Strategist is a multi-faceted role that requires strategic thinking, interpersonal savvy, and a passion for social change. They are the engines driving CSI's mission forward, turning policy aspirations into concrete legislative victories that can transform lives across the nation.

THE IDEAL CANDIDATE

The ideal candidate for the Campaign Strategist position possesses the following competencies:

Strategic Planning and Analysis Demonstrates strong analytical skills to conduct power mapping and landscape analyses, identifying key partners, risks, and opportunities for state campaigns.	Collaborative Leadership Exhibits exceptional teamwork and leadership abilities to build and develop coalitions, fostering a shared vision and strategy among state partners and stakeholders.	Effective Communication Possesses excellent communication skills to actively participate in coalition meetings, provide technical assistance, and convey complex information clearly to diverse audiences.
Financial Oversight Shows meticulous attention to detail in managing grants, ensuring that funding is effectively used towards achieving program deliverables and policy change objectives.	Integrated Coordination Maintains strong coordination skills to work seamlessly with various teams, communications, and research, ensuring alignment and integration of strategies.	Knowledge Management Demonstrates proactive knowledge-sharing behavior, keeping tracking systems updated and organizing impactful events.

Additional Qualifications

- Proven experience in conducting power mapping and landscape analyses to identify key partners, risks, and opportunities for state campaigns.
- Background in state politics with a deep understanding of the legislative process, lobbying, and advocacy for bills.
- Demonstrated ability to build and develop coalitions, including grassroots organizing and collaborating with diverse stakeholders.
- Familiarity with the grant process, including managing funding utilization, making recommendations, and ensuring alignment with program deliverables.
- Exceptional verbal and written communication skills, including the ability to convey complex information clearly to diverse audiences and produce high-quality written content.
- Ability to navigate and respect diverse political views, maintaining a non-partisan stance while building coalitions and working with various stakeholders.
- Strong collaborative skills, working effectively within a team environment and coordinating with multiple departments to achieve organizational goals.
- Experience in planning and executing campaigns from start to finish, including developing annual strategies, setting targets, and ensuring milestones are met.
- Proven ability to work effectively in a remote environment, managing tasks, and maintaining communication across different time zones and geographic locations.
- Willingness to travel moderately (10-15% of the time) to support state campaigns and attend organizational events.
- Experienced as a directly impacted person who has a record or with a family member who has a record is valued.

WHO WE ARE

Our Commitment to Diversity, Equity, & Inclusion

The Clean Slate Initiative is a 501(c)(3) public entity that passes and implements laws that automatically clear eligible records for people who have completed their sentence and remained crime-free and expand who is eligible for clearance. CSI is committed to attracting, developing, and retaining exceptional people, and to creating a work environment that is dynamic, rewarding, and enables each of us to realize our potential. CSI's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

COMPENSATION AND BENEFITS

Salary: The Clean Slate Initiative is committed to transparent and fair compensation. The hiring range for this position is an annual salary range of \$100,000 - \$123,000 per year. The final salary within this range will be determined based on work location and relevant experience. Once an offer is made, we do not negotiate the compensation package.

Benefits: Comprehensive benefits package that includes 100% employer-paid health, dental, and vision insurance, a 4% employer match and 2% employer-paid contribution towards 401k retirement, pre-tax transportation benefits, and paid holidays, vacation, sick, and volunteer time off.

This is a full-time position and is considered exempt for overtime purposes. This is a remote position and we are location agnostic regarding where in the US you are based. However, we will discuss a hybrid or in-office work location for candidates in proximity to our Orlando office.

You will need to:

- Work collaboratively with a team in various time zones
- Be close to a major airport with the ability to travel approximately 10-15%
- Attend required quarterly onsite planning meetings in various locations
- Attend at least 1 staff learning trip and our annual convening each year

TIMELINE AND NEXT STEPS

If you are interested in this position, please [click here](#). All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above. If you are selected to move forward for an initial screening call, we expect you to hear from us by September.

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[Submit an application](#)