

March 26, 2010

SCCA Canvass Director Job Description

Sonoma County Conservation Action

Sonoma County Conservation Action's (SCCA) mission is to better our quality of life in Sonoma County for all generations, through educating and directly engaging the public on local environmental issues and policies. SCCA's main organizing tool, the canvass, knocks on over 70,000 doors per year in Sonoma County, and is supported by a membership base of 7,000 member households. The canvass works year round to keep the public of Sonoma County engaged and informed on local environmental issues, and activates and inspires residents to write letters to decision makers, vote at election time, register to vote, and organize in their own neighborhoods.

Conservation Action has been a major contributor to the success of the SMART Rail and Trail ballot initiative in 2008, the Sonoma County Agriculture and Open Space District ballot measure in 2006, establishment of voter approved Urban Growth Boundaries around 8 of 9 cities in Sonoma County, and to the protection of coast, waterways, and air quality over the past 19 years. Sonoma County had a 94% voter turnout in the 2008 Presidential Election, tops in the State of California, and SCCA canvassers and staff played a big role in making that turnout happen.

Job Description

Lead, develop and supervise a team of field and phone canvass organizers committed to meeting program, political and organizational goals.

Minimum Qualifications

- Demonstrated individual and team performance success in meeting membership and fundraising goals at a grassroots non-profit
- Demonstrated ability to train and retain canvassers
- Demonstrated ability to raise a weekly fundraising quota
- Experience in developing and training field trainers and field managers
- Ability to handle multiple projects simultaneously and be effective under pressure
- Effective staff management, supervision and communication skills
- Strong administrative and financial management skills
- Strong problem-solving and leadership qualities
- Ability to work well with a variety of people
- Fluency with Microsoft Office programs

Highly-Desired Qualification

- Experience in designing and carrying out strategies to use the canvass in issue, electoral, and member activation campaigns
- Understanding of the North Bay political landscape
- Experience working in multiple canvass organizations
- Fluency in Spanish language

Roles and Responsibilities

- Recruit, train, develop, motivate and supervise a team of canvass staff to perform high quality community outreach, communications and organizing
- Prepare and meet specific fundraising and/or membership recruiting budgets
- Prepare and meet targets for political production on campaigns
- Identify, develop and train new leaders
- Provide clear direction and leadership in the execution of specific responsibilities on issue and political programs and campaigns
- Administrative, logistics, and financial management responsibilities as necessary to build a successful team of activists
- Understand, educate, and hold staff accountable to organizational policies and procedures
- Promote and support a workplace free of discrimination or harassment against any individual for any reason of (including but not limited to) race, color, religion, ethnic background, sex, age, or sexual orientation)
- Build the local organization, canvass staff, and canvass network
- Election work, including voter identification, Get Out The Vote, leafleting, persuasion, and literature development.
- Other duties as assigned

Compensation and Benefits

Base pay plus commission. Salary range: \$28,000-\$33,000, dependent on experience, + commission. Benefits. Position is full time.

*Position to remain open until filled.