



Senior Campaign Strategist (contract)

3-month contract, 20+ hours/week

Spendrise is in search of an experienced campaign strategist/director to consult with us as we plan, define, and test new campaign strategies that build and leverage consumer power for economic and racial justice.

This opening is for a 3 month contract with a start date of October 1st or earlier, and we are estimating the work will entail 20+ hours/week. We prefer candidates to be able to meet with our team based in Oakland, California but a remote option is also possible.

WHAT WE'RE WORKING ON

At Spendrise, we believe that collective consumer power is key to moving companies towards social and environmental responsibility, and our approach is to develop new solutions and strategies drawing on technology, organizing, and design to unlock this grassroots power in a fast-changing economy.

Success for us doesn't stop at winning campaigns. Our mission is to shift the underlying balance of economic power to enable long-term, systemic change that ensures corporations serve communities' well-being, and not the other way around.

Spendrise has been running consumer-powered campaigns since 2016, including developing a new platform for aggregating actual consumer purchases behind campaign demands. Spendrise is now building a comprehensive roadmap that draws from our early victories (and failures) and advances our fuller vision. We are seeking a strategic and creative campaigner to consult with us in developing and executing this plan. We prefer and envision a collaborative, hands-on planning process that tests concepts with consumers, partner organizations, and companies as appropriate.

This consultant will ideally be familiar working on any or all of the following issue areas: racial justice, workers' rights, emerging issues with tech companies, environment/climate. We are committed to building power within communities of color and young people (35 and younger) and would prefer a consultant who has successfully worked with similar audiences. Corporate campaign experience will be prioritized over candidate/political campaigning.

WHAT YOU'LL WORK ON

- Develop campaign strategy to win corporate change and build a growing, active base of empowered consumers
- Collaborate with Spendrise content strategists to develop effective blended campaigns + content approach to engaging and building community beyond actions
- Execute testing and iteration of digital campaign strategies considering multiple channels (e.g. email, social media, press, referral, etc.)
- Design creative campaign actions beyond petition signatures: simple to understand, replicable, impactful.
- Create relevant metric tracking/analysis to inform and iterate on campaign strategy, tactics, and messages
- Initiate partnerships with relevant groups for relevant consumer-focused issue working groups
- Develop and standardize organizational campaign brand voice for target audience
- As necessary, recruit, select, and manage additional freelance campaigners/writers to assist with campaign tests

WHAT WE'RE LOOKING FOR

We are looking for candidates who have experience in:

- Designing, executing, and iterating digital campaigning strategy and tactics
- Building an active base that stays involved over time and multiple campaigns
- Hiring and managing a small campaigns team
- Building campaign audience from scratch (i.e. not from a large existing list)
- Building effective partnerships with advocacy, grassroots, and campaign organizations
- Building power for racial justice, workers' rights, environment/climate, or change in the tech sector
- [preferred] Blending campaigns and content strategy to produce deeper and more sustained engagement

The right candidate will have a mix of the following qualities:

- Strong justice orientation who is constantly learning and growing their analysis
- Outside-the-box, innovative thinking and a track record of taking "good risks"
- Humility and believes no tasks is beneath them
- Excited and curious about new technologies and the potential for transforming how we make change
- Works well in a fast-paced environment, regularly beating deadlines and setting/exceeding expectations
- An analytic mind and oriented towards metric tracking to inform experimentation
- Sense of humor and flexibility needed to thrive in a small team environment

HOW TO APPLY

Please send (1) your resume and/or list of past client projects along with (2) a short introductory letter that includes your hourly rate to the hiring team at team@spendrise.com. For equity and transparency, our minimum rate for this position is \$65/hour. After initial review, we'll reach out to select applicants with requests for additional materials and next steps. Thank you for your interest!