



Child Care **Aware of Washington**

Political Director

The Position:

Child Care Aware of Washington invites applications for the new role of Political Director for the Child Care for Washington campaign. The Political Director will lead a burgeoning multi-year advocacy campaign to increase access to high-quality child care in Washington by addressing workforce recruitment and retention. With an annual budget of \$1.5 million, and at least four years of funding committed to the role, the Political Director will lead a layered strategy that leverages existing legislative and administrative opportunities to increase investments in workforce compensation. Simultaneously, the Political Director will also build the grassroots and grassroots political will – and unity around specific policy solutions – to ultimately position child care as a public good. Familiarity with policies and politics related to child care and/or early learning systems is preferred, but experience building stakeholder unity and proven success navigating complicated political landscapes is higher priority.

The Political Director must be exceptionally outcome driven and skilled at identifying and implementing various lobbying, communications, mobilization, and/or political campaign strategies – and they must have the relational skills to authentically elicit and incorporate the expertise of those around them. The Political Director will work collaboratively with Child Care Aware of Washington colleagues, and they will provide supervision and professional development training and coaching to build the capacity of their team. They will also manage a large team of contractors with specific functions within the campaign.

This campaign is a startup that demands fresh and innovative approaches, and it also builds on decades of leadership – especially by child care providers and women of color. The Political Director will be responsible for stewarding Child Care Aware of Washington’s commitment to racial justice in policy, partnership, and advocacy settings and they will be accountable for prioritizing racial equity in practice and in outcome. The Political Director will inherit and build trusting relationships that serve as the backbone of this work – including leadership of the Early Educator Design Team.

The Organization:

Child Care Aware of Washington is our state’s most thorough and accessible source of information and support in early care and education (birth to 12 years). We work alongside families, child care providers, caregivers, and communities to meet the diverse and specialized learning needs of every child in our state. We use data and stories to influence policy makers, system leaders and our partners to ensure every child in Washington has equitable access to quality learning experiences. The agency is led by a CEO who reports to the agency’s Board of Trustees. The CEO works with a Leadership Team made up of the Director of Finance & Operations, the Director of Data & Evaluation, the Director of Early Learning, the Director of Workforce Development, the Director of Infant Early



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Childhood Mental Health Consulting, The Director of Policy & Advocacy, the Director of Family and Community Engagement and this new position. Please visit our [website](#) for a thorough overview of all our work.

The Early Educator Design Team:

With public solutions that recruit and retain a thriving workforce, the Early Educator Design Team's vision is that all families – beginning with those most in need – have access to affordable, quality early care and education opportunities. The 33-member design team was selected together with partners and includes a representative group of Washington's child care workforce, with priority for diverse representation related to race/ethnicity, professional role, and geographic location in addition to programmatic characteristics. Over the course of seven months, with facilitators expertly trained in Liberatory Design, the Early Educator Design Team built a sequenced, multiyear policy platform for child care. The Early Educator Design Team's efforts build on work already underway, including implementation of the Fair Start for Kids Act and the recommendations included in the Child Care Collaborative Task Force's Cost of Quality Care recommendations.

The Policy Context:

It has been less than two years since the [Fair Start for Kids Act](#) was signed into law, and it is already benefiting families across Washington through expanded eligibility and lowered copayments. However, the need for child care still far outweighs the supply. Poor retention of the child care workforce stands in the way of stabilizing and growing access to child care in Washington State. Parents and child care providers can no longer carry the heavy financial burden of quality care alone.

- The cost of full-time child care for an infant and a child in preschool can equal up to 35% of a two-parent family's income and up to 150% of a single-parent's income.
- Washington lost 10% of its child care workforce throughout the pandemic, and child care providers rank in the 3rd percentile of all occupational wages.

In the absence of proposed solutions, and political will, policymakers have largely ignored workforce crises. However, several administrative and legislative opportunities are converging, and Child Care Aware of WA (CCA) is well positioned to leverage those opportunities to address Washington's child care crisis. Over the last year and a half, CCA has unified child care stakeholders through leadership of the Early Educator Design Team and CCA has built a strategic campaign plan that leverages upcoming administrative and legislative advocacy opportunities and ultimately builds toward funding for child care as a basic good. Workforce instability is not unique to Washington State, but Washington State is uniquely positioned to solve this crisis and serve as an innovative model for other state and federal leaders grappling with workforce instability. At scale, this campaign presents



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the opportunity to pilot policies and advocacy strategies that have the potential to inform troubled child care systems across the country.

Essential Functions:

- Design and lead the child care workforce and recruitment campaign from planning to execution, with focused attention on partnership, collaboration, and measurable outcomes.
- Spearhead and hone the development of robust goals, plans, strategies, and tactics to achieve specific campaign outcomes. Track progress and communicate outcomes to a variety of audiences.
- Oversee the development of materials, resources, and toolkits and effectively tailor communications, strategies, and tactics to multiple audiences.
- Support the professional development of staff working on the campaign and build a team culture that appreciates and leverages each teammate's strengths.
- Cultivate strategic partnerships with key individual, community, and government stakeholders to advance campaign goals and ensure unity. Lead meetings with organizational and governmental partners and regularly update and seek input.
- Identify and pursue additional fund development opportunities, maintain regular communication and partnership with current funders, and manage the campaign budget (~\$1.5m per year).
- Working with CCA of WA's Contract Manager oversee and coordinate consultant contracting and work.
- Engage with and strategically support all advocacy efforts deployed by Child Care Aware of Washington and its regional programs to ensure a consistent overarching and integrated advocacy message.
- Develop and sustain relationships with elected officials and represent Child Care Aware of Washington in campaign advocacy.
- Cultivate relationships and partnerships with key executive and administrative staff to ensure successful policy implementation.
- Develop and sustain relationships with partner organizations and advocates to effectively grow support for the Child Care Workforce and Recruitment Campaign.
- Develop a strong relationship with Child Care Aware regional programs to support the Child Care Workforce and Recruitment Campaign.

Knowledge, Skills, and Abilities:

- Demonstrated success designing and executing advocacy, political, and/or electoral campaigns or projects with multiple strategies and stakeholders.



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- Commitment to racial equity and racial justice.
- Experience analyzing policies and budgets through an equity lens and centering the self-determined needs of communities of color. Understanding and use of Liberatory Design a plus.
- Be a self-starter and a strategic thinker with excellent follow-through.
- Demonstrated skills in creating inclusive and collaborative processes.
- Management experience and the ability to inspire and oversee the work of multiple individuals,
- Excellent verbal, written, and interpersonal skills and demonstrated commitment to authentic engagement with partners.
- Skilled leader in community organizing, public speaking, and/or outreach and education. Experience building diverse coalitions across professional sectors and political parties is a plus.
- Exercise significant independent judgement to solve problems and find creative solutions.
- Knowledge of the legislative process (state and federal) and effective levers for successfully developing and ensuring passage of policy and budget priorities.
- Willingness to work evenings and weekends, especially during legislative session, and willingness to travel.

The Hiring Process:

Location: If you live in the core geographic area of King/Pierce/Thurston counties, you will be classified as a local hire. If you live outside that area, you will be classified as Geo Remote, and live in other Washington counties. You must live in Washington if hired.

Salary Range, Hours, Benefits; The annual salary range for this position is \$97,000 to \$126,100. Flexible work schedule, generous Paid Time Off (sick and vacation) and Extended Illness Bank, 403b, health/dental/vision/flexible spending account, Employee Assistance Program.

Next Steps: Submit cover letter and resume and, if available, an online or PDF portfolio of your work, to: Alan Strand, Director of Finance & Operations: alan@childcareawarewa.org
First Consideration June 1, 2023. Open until filled.