



## Child Care Aware of Washington

### Job Description

#### Position Title: **Mobilization Manager**

**Reports to:** Director of Government Relations

**Employment Status:** Full-time

**FLSA Status:** Exempt

#### Summary Description of Position:

The Mobilization Manager, reporting to the Director of Government Relations, is responsible for developing and executing grassroots and grass tops organizing strategies to advance the [Child Care for WA](#) campaign's 501(c)(3) advocacy goals. The position engages directly impacted parents and child care providers to advance state and federal early learning policy and budget priorities. The Mobilization Manager will develop and oversee grassroots to grass tops cultivation and mobilization to support the c3 advocacy of the Child Care for WA campaign. They will be responsible for deepening and widening the Campaign's existing advocacy infrastructure in key legislative districts and leveraging the Early Educator Design Team and the six regional Child Care Aware Advocacy Cohorts to grow support for early care and education advocacy goals. They will also be responsible for developing new strategies to expand Child Care Aware of WA's supporter base. They will identify and outreach to new and existing supporters and implement a ladder of engagement that grows the individual and collective leadership of supporters. They will create advocacy training tools and programs for use across Child Care Aware of WA audiences to strengthen our movement.

The position requires a self-motivated individual with experience in field campaigns, community organizing, and public outreach, and the ability to work collaboratively with diverse communities. This position is primarily remote with required in-person work at the Tacoma office twice per month. The role also requires willingness to work some evenings and weekends, especially during legislative session, and travel across Washington State for in-person meetings; commensurate flex time off is available.

#### Agency Competencies and Skills Required for this Position:

- Ability to build strong relationships with individuals and groups internal and external to CCA of WA
- Demonstrated commitment to racial equity throughout work product and processes
- Proficiency tracking and coordinating multiple activities and engagements and balancing priorities
- Ability to work effectively under pressure while being responsive to partners and colleagues
- Proficiency in writing, materials development, Excel proficiency
- Ability to effectively communicate with a diverse group of stakeholders.
- Ability to take ideas to action, meet deadlines and manage projects to completion
- Commitment to problem solving and willingness to innovate
- Ability to adapt in a dynamic environment
- Ability to analyze, interpret, evaluate and organize complex data and create reports and policies.



## Essential Functions:

### Program Management Responsibilities

- Collaborate with the Director of Government Relations to develop and implement a strategic plan for grassroots and grass tops organizing and mobilization in support of the Child Care for WA Campaign.
- Identify strategic opportunities to build grassroots power among key constituencies, especially child care providers and families, and expand the campaign's statewide base of support.
- Design and implement a ladder of engagement that supports leadership development and leverages the expertise and networks of community leaders.
- Develop training materials, advocacy tools, and related resources for use by existing networks (e.g., Early Educator Design Team, CCA of WA regional teams) and new supporters.
- Build and maintain a calendar of timely, accessible digital and in-person advocacy opportunities aligned with campaign priorities.
- Create and track organizing and mobilization metrics; develop tools for data collection, evaluation, and reporting.
- Build, grow, and manage relationships with Child Care Aware of WA partners to expand advocacy reach.
- Work with parents and child care providers to ensure advocacy activities reflect community needs and on-the-ground realities.
- Produce community-based events in partnership with regional leadership to increase awareness and support for the campaign.
- Lead planning and execution of the campaign's annual advocacy day during the legislative session.

### Mobilizing Responsibilities

- Recruit, train, support, and deploy child care advocates to engage local policymakers across Washington.
- Lead and support implementation of mobilization tactics, including letter-writing, calls, social media engagement, legislative meetings, and site visits.
- Develop and deliver community-based advocacy trainings and forums, prioritizing communities farthest from opportunity.
- Tailor community engagement approaches to ensure culturally responsive mobilization, particularly with communities that do not reflect white dominant culture.

### Strategic Collaboration

- Work closely with the Director of Government Relations, Advocacy and Policy Coordinators, and consultants to ensure alignment and coordination of mobilization strategies across all campaign efforts, including the Early Educator Design Team and CCA of WA regions.
- Identify and pursue opportunities for strategic coordination between mobilization and communications tactics to advance advocacy goals.
- Represent the campaign in external coalitions, with grassroots leaders, regional affiliates, and partner organizations.
- Build and maintain relationships with counterpart staff at partner organizations to strengthen collaborative mobilization and strategic alignment.

### General function requirements:

- Serve as backup to the Director of Government Relations on campaign program decisions.



- Ensure all 501(c)(3) organizing activities comply with legal requirements and provide guidance to staff on best practices.
- Manage the campaign's CRM and support effective use by staff, consultants, and affiliates.
- Support development and maintenance of campaign project management tools.
- Contribute to grant proposals, reports, and donor engagement efforts related to grassroots work.
- Perform other duties as assigned.

### **Work Experience and/or Training:**

#### Required Qualifications

- A minimum of five to seven years of experience in developing and leading on-the-ground issue advocacy campaigns and/or community organizing, with tangible evidence-based results.
- Experience mobilizing advocates and communities to build community-driven movements.
- Working understanding of the Washington state legislative process and levers for influencing decisions.
- Effective project management skills and ability to multitask, prioritize, and communicate about project status.
- Strong group facilitation skills, both in-person and virtually.
- Demonstrated ability to build effective, collaborative working relationships with team members, stakeholders, and external partner organizations.
- Commitment to racial equity and experience engaging directly impacted communities and individuals with the goal of centering their voices. Possess a collaborative style with respect for diversity.
- Experience using CRM systems, preferably Solidarity Tech, to manage supporter data, track engagement, generate reports, and support organizing or advocacy workflows.
- Excellent verbal, written and interpersonal skills, including remote communication skills and demonstrated experience working with grassroots and grass tops communities.

#### Preferred Qualifications

- Familiarity with Washington's child care system.
- Fluency in a language other than English is a plus.
- Understanding of social media tools like Facebook, Instagram, and Threads/X.

#### **SALARY RANGE:**

Grade 7: \$95,000 to \$105,000 per year