

Job Description | Deputy Campaign Director

Location: Remote

Reports to: Director of Campaigns and Policy

Status: FTE position

Salary Range: \$70,000 - \$100,000 annually

Given Big Tech's profound array of harms and dangers for kids, teens, and young adults, Design It For Us (DIFU) has been at the forefront of elevating the lived experiences of young people and building partnerships with youth activists and organizations towards our shared objective of creating the digital future young people deserve.

Design It For Us has grown in its size and scope, and is now looking for a Deputy Campaign Director to support and help drive Design It For Us' campaign initiatives and expand our capacity and impact. The campaigner will work closely with the Managing Director, Campaigns & Policy Director, and the Co-Chairs of the DIFU coalition to co-create, spearhead and steward members through creative, timely and scaled place-based actions and events, while maintaining working relationships with state and national leaders.

We're looking for someone with youth organizing and advocacy campaigning experience. Previous success in elevating the voices of Gen Z and a demonstrated ability to take an idea and turn it into reality are critical to this start-up organization. The ideal candidate won't be afraid to jump in and identify rapid-response or partnership opportunities, while also creating, tracking, and managing new and ongoing efforts and measuring impact.

As the Deputy Campaign Director, you will:

- Collaborate closely with DIFU leadership to bring their vision to life
- Lead in the creation and execution of events, actions and other advocacy initiatives, including lobby days, demonstrations and rallies.
- Partner with Co-Chairs to organize youth leadership and general members around campaign activities
- Work directly with Co-Chairs to build and maintain infrastructure that enables members to participate in the advocacy initiatives you are responsible for driving
- Identify and build necessary grassroots structure to drive DIFU's youth-led initiatives
- Build and grow partnerships with allied organizations and individuals to execute DIFU's work
- Engage with Co-Chairs to expand DIFU's membership through long-term organizing strategy
- Deliver successful campaigns and initiatives that drive forward DIFU's mission
- Employ multi-disciplinary campaign management – able to come up with campaign actions, manage youth volunteers, organize coalition-building events, and more
- Track, manage and execute campaign tactics to drive incremental, structural change to the Big Tech business model

- Build relationships with external partners and manage coalition campaign efforts
- Create and maintain project trackers and keep campaign plans up to date
- Become well-versed in best practices and legal requirements for working with minors
- Understand the difference between c3 and c4 work and be able to uphold and reflect critical requirements in your work
- Project manage cross-functional teams to support all of the above

One month in, you'll know you're successful in this role because you'll:

- Have established a regular communication cadence with the leaders of DIFU
- Understand the short-term and long-term needs for DIFU
- Be comfortable discussing the objectives and policies of DIFU
- Have an understanding of the position we uniquely hold in the movement, and across our target states

Three months in, you'll know you're successful in this role because you'll:

- Help build out new actions and events, and support Co-Chairs in building additional outreach efforts for such events
- Successfully start supporting the expansion of DIFU's membership through our leadership pipeline and engagement opportunities
- Be writing organizing and campaign plans, soliciting ideas and feedback from your colleagues and the DIFU leadership, and be implementing them
- Engage with external partners and represent DIFU in meetings, coalition calls, and at events

About You:

- You're deeply concerned about how the business model behind social media and AI products poses an existential threat to our wellbeing, and are driven to bring about long-term structural reforms to the industry
- You're committed to the values of diversity and inclusion and excited to bring an equity lens to tech accountability work
- You have at least 1 year of prior full-time professional experience working in advocacy and coalition building and/or technology
- You have at least 1 year of prior full-time professional experience working with young people or elevating the voices of young people on public policy issues, on and off college campuses
- You're organized, detail-oriented, and focused even in a fast-paced work environment
- You're comfortable working on tight deadlines and balancing multiple projects; you're confident when it comes to prioritization, especially in rapid response moments
- You're self-motivated and don't need too much oversight to move ideas into action or accomplish work by an agreed-upon deadline

- You have experience working with partner organizations, coalitions and/or allies on shared goals or campaigns
- You're a strong communicator who isn't afraid to speak up or ask questions; you're skilled at leading presentations or pitching a campaign idea
- You have experience designing and executing strategic advocacy campaigns

In addition, it would be a bonus if:

- You're familiar with the ins and outs of advocacy campaigning, and have held a prior campaigner role
- You're familiar with the impact of tech on digital natives
- You have experience in policy analysis
- You're experienced in project planning and comfortable with lateral management
- You're familiar with social media platforms, including both the largest platforms like Instagram or TikTok, as well as smaller or alternative platforms

Benefits

Comprehensive benefits package that includes employer-paid health, dental, and vision insurance; employer contribution to 401 (k); stipend for work-from-home supplies and cell phone expenses; and 25 days of PTO that can be used for sick or vacation days in addition to paid holidays.

About Design It For Us

Design It For Us is a youth-led coalition leveraging grassroots power to disrupt Big Tech's harmful business models. The coalition is led by a team of people between the ages of 18 and 26 and supported by an array of youth-led organizations, staff, and advisors fighting for a better online world for everyone. We're building something new and necessary: a first-of-its-kind movement to design an online world where we can all thrive. Design It For Us is a fiscally sponsored nonprofit of Global Impact.

About Global Impact

Global Impact serves as a trusted philanthropy advisor, intermediary, and nonprofit partner for greater giving. We offer advisory and infrastructure services that drive strategic philanthropy for our nonprofit, public, and private sector clients. With 70 years of experience, we have raised more than \$3 billion with our partners for global causes. Global Impact is part of Global Impact Ventures, a family of mission-driven organizations that serve all of philanthropy for a better world. At Global Impact, we passionately celebrate our culture, values, and community. We are committed to cultivating and nurturing a workplace for all. Global Impact encourages ALL interested candidates to apply for this position.

Global Impact Careers

Global Impact is an Equal Employment Opportunity (EEO) employer and complies with all applicable employment laws. It is against Global Impact's policy for any employee to discriminate

against an applicant for employment or another employee on the basis of race, color, religious creed, sex, gender, age, marital status, sexual orientation, gender identity, national origin, disability, pregnancy, or childbirth or related conditions including lactation, military status or any other classification protected by applicable discrimination laws. Furthermore, it is against Global Impact's policy for any employee, Board member, volunteer, partner, or vendor to discriminate in any way against an employee on the basis of race, color, religious creed, sex, gender, age, marital status, sexual orientation, gender identity, national origin, disability, pregnancy, or childbirth or related conditions including lactation, military status or any other classification protected by applicable non-discrimination laws. Global Impact celebrates a culture of belonging and is committed to cultivating and nurturing a workplace of diversity, equity, and inclusion.

How to Apply

Submit your application for our consideration using the following form: [LINK TO FORM](#). We will accept applications on a rolling basis. This announcement will remain posted until the position is filled. Please note that only those individuals whose qualifications match the current needs of this position will be considered applicants and will receive responses from DIFU. Thank you for your interest.