



Job Announcement: Campaign Director, Earth Day Oregon 2025 (Contractor or Contract to Hire)

Position Details:

Job Title: Campaign Director, Earth Day Oregon 2025

Anticipated Start Date: August 1, 2024

Reports to: Board President

Employment Classification: Contract / contract to hire (part-time). This is a contracted, seasonal position with the potential to convert to FTE in November 2024.

Schedule: Flexible work days occurring Monday-Friday, as long as the Director can execute job responsibilities and as mutually agreed with the Board of Directors. Requires limited, occasional evening and weekend hours around Earth Day (April 22) for media and partner events.

Compensation & Hours:

- August 1 to October 31 — Contract: \$15,000 (20 hours per week)
- November 1 to May 31 — Contract or Hire: \$35,000 for (20 hours/week)
- (Earth Day Oregon generally takes the summer off from June to August.)

Location: Remote/work from home). Occasional in-person meetings in Portland, OR; some light travel and evening hours required throughout the state for partners' networking events in April.

About Earth Day Oregon:

Earth Day Oregon (EDO) is a 501(c)(3) private operating foundation, founded in 2019. Earth Day Oregon organizes a statewide coalition of partners that inspires collective giving and action leading up to April 22 every year—to amplify the impact of local nonprofits who make Earth Day their every day.

The annual campaign brings awareness, donations, and lasting relationships to diverse nonprofit partners in our state while shining a light on the sustainability-minded businesses who support them. Since launching in 2019, we have helped direct attention and \$1.5M to nonprofit partners in honor of Earth Day, with 77 nonprofits and 240 businesses participating in 2024.

Earth Day Oregon secures sponsors, coordinates the campaign, recruits and supports the partners, organizes partner networking events, oversees a statewide media/PR campaign, provides resources, and hosts an online action hub to engage the public during Earth Month.

Our partners' wide-ranging missions, geographies, budget sizes, and communities served are all essential to a sustainable future for Oregon. We adapt to partners' needs, offer flexible

participation options, and work to maximize positive outcomes for all who participate; particularly those who have historically been excluded from Earth Day and its benefits. Learn more at earthdayor.org.

Position Summary:

The Campaign Director of Earth Day Oregon 2025 is a part-time position with an outsized impact. We seek a self-motivated person who is passionate about justice and sustainability, a whiz at project management from the big picture to the details, and skilled at fundraising and partnership building. Apply for this role and lead the effort to build an inclusive, equitable, and impactful Earth Day tradition in Oregon!

The Campaign Director oversees all moving people and parts, from setting strategy and securing sponsors, to recruiting and supporting nonprofit partners, positioning EDO for earned media, and managing the many details of the initiative. There is a lot of room in this position to guide the future of Earth Day Oregon and its growing campaign.

Responsibilities:

August 1 to October 31 — Contract: \$15,000 (20 hours per week)

- **Development & Fundraising (85%):** Earth Day Oregon's annual budget relies on generous sponsor donations in support of the overall campaign.
 - Lead sponsor development and fundraising efforts to meet revenue goals. Our target is \$50,000 secured or pledged by November 1, 2024, to ensure that EDO has the resources it needs to proceed with the 2025 campaign.
 - Submit grant applications for Earth Day Oregon 2025 (target: \$10,000 committed by November 1, 2024; \$20,000 total by January 31, 2025).
 - Engage the board and steering committee in supporting the above efforts.
 - (We received our first grant of \$10,000 in 2024; we've received corporate sponsorships varying in size, and expect some of them to renew their support for 2025, with the need for new sponsors.)
- **Campaign Management (15%):**
 - Finalize contracts with 2025 vendors and contractors.
 - Update campaign plans, tasks, and timelines for Earth Day Oregon 2025 that align with the budget and team capacity.
 - (Sept/Oct) Send email communications and host a virtual informational meeting to invite nonprofit partners to register for Earth Day Oregon 2025.

*November 1 to May 31 — Contract or Hire: \$35,000 for (20 hours/week)**

**Pending meeting fundraising targets above: \$50,000 sponsor donations and \$10,000 grants secured or pledged by November 1, 2024.*

Campaign & Management (90%)

- Coordinate and oversee all moving people and parts of Earth Day Oregon 2025.
- Implement strategies that build impact and that are responsive to partner feedback.
- Ensure that the campaign includes diverse participants and creates equitable outcomes,

especially for priority partners (rural, BIPOC-led, CBOs, LGBTQ+).

- Perform statewide outreach to engage nonprofit and businesses as partners.
- Support partners and communicate regularly with them throughout the campaign.
- Run orientation meetings for partners; prepare and send regular e-newsletters.
- Provide partners with resources that help them run successful campaigns.
- Lead the planning and execution of in-person networking events for partners.
- Oversee PR, marketing, and communications efforts with contracted support.
- Evaluate the campaign via stakeholder feedback and prepare a campaign report.
- Leverage the website as (1) an information hub for partners and the public and (2) an outlet to showcase sponsors, partners, and events.
- Serve as the primary spokesperson to promote and positively represent EDO.
- Regularly post to social media to amplify Earth Day Oregon 2025.

Operations (10%)

- With the support of a contract bookkeeper, ensure that EDO's campaign stays within the budget available for 2025 from fundraising.
- Empower board and steering committee members to make meaningful contributions to the organization; lead meeting preparation and facilitation.
- Ensure fiscal integrity and compliance with applicable laws and best practices.
- Complete varied administrative tasks (e.g. transmitting information to the bookkeeper, reviewing financial reports, database entry, budgeting, etc.)

Job Requirements & Qualifications:

- Successful development/fundraising experience.
- Knowledge of and connections with Oregon nonprofits, businesses, and funders.
- A collaborative, entrepreneurial, and service-oriented leadership style.
- Ability to effectively prioritize and carry out duties within budgeted hours, from directing high-level strategy to relationship building to small operational details.
- Demonstrated passion for the mission and experience with advancing equitable outcomes through campaigns or programs.
- Nonprofit management experience, including operations leadership.
- Ability to build strong relationships with diverse partners and stakeholders.
- Strong organization, planning, and project management skills.
- Experience with hands-on financial tasks such as bookkeeping and reporting.
- Experience working with a volunteer board to advance an organization's work.
- Excellent written and oral communication skills, including public speaking ability.
- Ability to work at a computer and work *very* limited April evenings and weekends.
- Proven ability to prioritize work with limited hours and track competing deadlines.
- This position has no supervisory responsibilities since there are no other staff members. The Director will work with contractors, volunteers, and partners to carry out EDO 2025.
- Available to flex schedule during Earth Month (April), Earth Week, and Earth Day (4/22).

How to Apply:

Please email bethany@earthdayor.org by **July 8** to indicate your interest in the position and why you think you'd be a good fit, including your resume as an attached PDF.