



Engage Florida Civic Fund and Engage Miami

Senior Director: Program and Data

Position Status:	Full-time, exempt
Location:	Miami, Florida (<i>can be remote with travel for the right candidate</i>)
Reports to:	Executive Director
Compensation:	\$85,000 - \$95,000
Benefits:	Employer-provided health, dental, and vision insurance Matching retirement contributions Generous PTO Relocation Stipend available

ABOUT ENGAGE

Engage Miami builds civic equity and power through voter engagement and local and state issue organizing. We center young voters and leaders ages 16-35, building young people's political power. As a civic and political education leader, Engage strengthens a culture of locally driven democratic participation of diverse communities, builds power to implement change, and works to advance a young people-led issue agenda that protects and invests in our communities.

JOB DESCRIPTION

The Senior Director of Program and Data will oversee the implementation of Engage's electoral and base building strategies, including campaigns related to Engage the Vote and the Young People's Priorities. The ideal candidate will come with strong electoral leadership, be data savvy and data driven, an excellent manager and collaborator, and eager to support the mission and growth of the organization. This position will come in to support high level management as well as data-driven program design of an established team ready to expand and grow, and must be committed to supporting the implementation of our strategic plan.

The Senior Director of Program and Data must be invested in creating strong systems and internal methodology to support the organization's programs and campaigns, and be able to connect the big picture vision with the details and data needed to execute. Electoral experience is required, experience with overseeing volunteer engagement, membership development, and leadership and political education programs is strongly desired. A mindset of curiosity, adaptability, care, creativity, and rigor are required, as is a commitment to effectiveness and equity while pursuing progressive political power centering young people.



ROLE & RESPONSIBILITIES

Oversight of Campaigns and Programs 40%

- Provide guidance and management oversight of electoral program, issue advocacy, and base building strategies
- Ensure strong programmatic execution of member engagement, volunteer engagement, political education, and leadership development programming
- Responsible for developing program and campaign goals, including electoral analysis and targeting, and ensuring strong electoral field program able to execute tactics at scale
- Support message alignment in developing scripts and support execution of communications strategies, including including digital, mail, and creative content to reach our base, including both voter mobilization and persuasion
- Accountable for programmatic compliance, including 501c3 and 501c4 as well as lobbying, integrating program design as well as tracking and reporting of activities
- Engage with partners and coalitions to represent the organization and align our programmatic strategies with our ecosystem and partners
- Identify areas for innovation and monitor political environment for opportunities, including ballot initiative campaigns, endorsements, and advocacy
- Supporting programmatic planning and budgeting, as well as writing proposals and reports
- Apply a lens of equity and effectiveness in design and execution of programmatic goals ensuring intentional consideration and inclusion of gender diverse, multi-racial, multi-ethnic, and differently abled community members in program plans and implementation

Data and Impact Analysis - 30%

- Accountable to ensure programmatic tracking, including progress to goal and performance measures, reporting on KPIs and maximizing programmatic impact
- Lead programmatic assessment, research, and testing, including A/B tests, randomized control tests, and experimental design when appropriate to integrate an active learning agenda and ability to assess programmatic impact
- Responsible for CRM and tools oversight and management, including EveryAction, VAN, as well as phone banking, text banking, relational organizing, etc.
- Responsible for ensuring data integrity and hygiene, maximizing the utility of our databases while maintaining strict programmatic compliance
- Providing data-driven analysis on districts, youth voter trends, universe development, segmentation, and targeting

Management and Training - 30%

- Supervise and develop program and data staff, conducting check ins, devising work plans, setting priorities, and supporting professional development
- Serve as a member of senior leadership team, providing input and contributing to solutions on organizational priorities, opportunities, and challenges



- Ensure equitable and effective practices in program staff management, ensuring management practices that are in line with our values and goals
- Develop internal team culture and competencies by investing in a core team equipped with the skills, knowledge, mindsets, and support needed to operationalize our organizing model
- Develop internal trainings for staff to strengthen programmatic and data execution, supporting creation of manuals, workshops, and strengthening programmatic and data practices
- Manage with emotional intelligence and responsibility, with special care for leading diverse and multicultural teams

QUALIFICATIONS & SKILLS

- Minimum five years of experience in programmatic or campaign management, including political and/or organizing campaigns. Must have at least two cycles of electoral experience
- Strong management skills, including supervision, coaching, staff development, and developing strong work plans and relationships
- Significant experience with data collection, analysis, and database management including VAN and EveryAction
- Ability to write strong program plans and commitment to implementation, including developing and innovating on tracking and performance management tools
- Knowledge of electoral and nonprofit compliance, including 501C3 and 501C4 compliance requirements, able to ensure programmatic compliance with federal and state election law
- Experience with voter registration, mobilization and persuasion, including universe development and targeting
- Demonstrated experience with volunteer recruitment and engagement. Experience with member recruitment and engagement preferred including organizing fundamentals such as one on ones, member meetings, and activations
- Developed skills with spreadsheets and data visualization
- Knowledge of research methods and eagerness to devise program strategies that can clearly demonstrate impact and effectiveness of tactics is strongly preferred
- Investment in base building strategies, membership development, political education, and leadership development
- Commitment to implementing Engage's strategic plan, including statewide expansion and building the power to win at the local and legislative levels
- Commitment to the organizing ecosystem of Florida, a strong relationship builder committed to effective partnerships and coalition alignment
- An approach of curiosity, care, collaboration, and commitment to impact. Must be a fast learner eager to incorporate feedback and input.
- Commitment to strength-based and growth-centered approach, collaborates effectively with peers, direct reports, and supportive of organizational leadership and alignment
- Alignment with a progressive political agenda and passionate about supporting the Young People's Priorities and building the base and power at scale needed to advance them
- Willingness to travel and work campaign hours during peak periods



Applications will be reviewed and candidates invited to interview on a rolling basis until the position is filled. If interested please apply as soon as possible. Not sure if you meet the qualifications? We'd still love to see your application!

To apply, provide your resume and cover letter as a pdf together with an email stating your interest in the position to [hiring@engage.miami](mailto: hiring@engage.miami) with the subject line of "Senior Director Application." If applying via a job posting website, please still send an email and resume. Please note that applicants invited to interview should be prepared to share at least two references.

Individuals who are Black, Indigenous, immigrants, or people of color, and LGBTQ+ individuals are strongly encouraged to apply. All ages are encouraged to apply. Engage Miami is an equal opportunity employer. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, gender identity, disability, veteran status, or any other class protected by law. Assistance and/or reasonable accommodations during the application process are available to individuals upon request.