



August 27, 2010

Job Description: Lead Organizer

The Bay Area Parent Leadership Action Network (PLAN) is a regional network founded in 2004 that works to promote racial justice in education through parent leadership development, organizing, and advocacy. We have a solid track record in leadership training and education advocacy, and are launching our first organizing campaign this fall. This is an opportunity for a motivated self-starter to work in our supportive and fun work environment and grow PLAN's fledgling organizing department from the ground up.

Purpose of Position

PLAN seeks a dynamic, experienced full-time Lead Organizer to head our upcoming community engagement and district accountability campaign. As part of a dynamic team, the Lead Education Organizer plays a key role in helping parents to exercise grassroots power to create systemic change in public schools.

The primary role of the Lead Organizer is to enhance PLAN's organizing program through building systems; increasing our membership and core leaders; expanding community awareness of PLAN's work; and developing parent leaders' awareness and skills in the areas of educational equity, parents' rights, and community organizing. The Lead Organizer will also focus on strengthening one-on-one relationships with individual parents and their families in order to increase the political understanding, activism and sustainability of PLAN's grassroots membership base.

We are a tight-knit team that is passionate about empowering parents as an integral part of building education justice, and hope to find someone who likes to have fun and work hard as much as we do!

Position Responsibilities:

- Build PLAN's organizing program from the ground up. Implement effective systems and approaches to ensure that PLAN's organizing program is strong and thriving.
- Plan and coordinate outreach and organizing meetings in order to build an effective organization and maintain the active involvement of grassroots parent leaders.
- Develop and maintain outreach and organizing plans, and individual work plans.
- Recruit at least 50 new, dues-paying parent members per year, and develop 15 new core leaders per year
- Take primary responsibility for engaging PLAN leaders in planning, leading and facilitating PLAN events, such as: parent meetings, trainings, community building events, committee and informational meetings, campaigns, and actions.
- Design and implement an effective leadership development program to increase parent members' capacity to serve as campaign and organizational leaders. Primarily, this will mean training and mentoring leaders on a variety of organizing topics, including: member recruitment, advocacy and public speaking, issue analysis, and campaign development.
- Develop and implement issue-oriented campaigns that further PLAN's long-term goals and objectives.
- Develop organizing materials including talking points, flyers, fact sheets, etc.

- Maintain information about the results of outreach, organizing, advocacy, activities in order to effectively manage follow-up and relationship building with parents and organizational allies.
- Take initiative and responsibility for specific PLAN projects as needed.
- Participate in organizational strategic planning.
- Represent PLAN at collaborative, coalition, and community meetings as needed.
- Assess self, team members, and organization for strengths and continuous improvement.

Required Qualifications and Experience

- Bilingual English-Spanish
- Minimum of two years of solid experience as an organizer or lead organizer
- Demonstrated ability in organizing campaigns, member recruitment, and leadership development
- Excellent meeting planning and facilitation skills
- Demonstrated ability to work in community-based, grassroots environments with racial, gender, economic, and language diversity
- Superior verbal, written, and presentation skills, including the ability to synthesize and re-organize information so that it is useful to people with different learning styles and life experiences
- Strong skills in planning, strategy development, and assessment with an understanding of the social, economic, and political factors surrounding public education, racism, and poverty
- The ability to manage work flow in a productive and efficient manner; to establish measurable goals and objectives; to set priorities
- Highly organized, detail oriented, and self-motivated
- Team player who likes contributing to the efforts of a close-knit team
- Willing to work evenings and some Saturdays
- Access to own car with a valid CA driver's license and current insurance coverage highly desirable.
- Four-year degree or equivalent experience.
- Computer literacy with proficiency in database systems, web-based communications, MS Word, Excel, and PowerPoint.
- Great sense of humor a plus!

Salary: \$40,000 - \$45,000, depending on experience.

Benefits: Medical and dental benefits, paid holidays, vacation, and sick leave.

To apply: Cover letter, resume, brief writing sample and three references to Hiring Committee at info@parentactionnet.org. No phone calls, please! Position open until filled.

PLAN is an equal opportunity, affirmative action employer. Persons of color, women, youth, and those with disabilities are encouraged to apply.