Position Title: Mental Health Campaign Director

About Children First

Children First is a dynamic child advocacy organization focused on improving the lives of children by building support and momentum to improve local, state and/or federal policies that can promote racial and economic equity for children as they grow up in southeastern Pennsylvania. Our small staff is a group of highly motivated individuals who are passionate about improving the lives of children and youth. Through bipartisan advocacy, we have a record of winning scale level changes that do just that.

Position Summary

The Campaign Director will lead the groundbreaking Strong Minds Bright Futures Partnership for Child Mental Wellbeing. The Partnership is a broad-based ambitious statewide coalition focused on the policy reforms that will give low-income children across the state access to a full continuum of mental health services. We are looking for a visionary leader with strong organizational skills who can motivate policymakers to adopt changes by leading this newly formed coalition forward. Our leader must be a creative problem solver who can take new work into uncharted territory and take the risks necessary to generate large scale systems change. The ideal candidate will be a leader who enjoys collaborating and helping coworkers do their best and contribute to a respectful workplace that values a commitment to racial diversity, having fun, and making an impact. You must also have the capacity to be a self-starter, work independently and with others in a hybrid, dynamic work environment.

Skills and Knowledge, We Are Looking For:

1. Policy Knowledge: Knowledge of state Medicaid administrative powers, payment systems and regulatory requirements. Knowledge of the structure of the mental health system preferred a plus.
2. Advocacy Experience: A minimum of five years advocating for a significant policy change via legislation or administrative reforms. Inclusive in this experience must be a track record of leading a united effort of grassroots and grasstops organizations and passionate individuals and orchestrating their advocacy to achieve a policy win.
3. Strategic and Critical Thinking: Ability to see the big picture and develop strategy and aligned tactics to achieve policy outcomes. Ability to critically assess a situation, and (re)calibrate strategy accordingly.
4. Stakeholder Relationship Management Skills: Ability to cultivate, manage, and grow relationships with state agency decision makers, organizational leaders, parents/caregivers, and other networks, coalitions and policymakers.
5. Communication Skills: Exceptional written and verbal communication skills, with the ability to communicate policy issues and priorities clearly and persuasively in writing as well as in meeting and in media appearances

990 Spring Garden Street
Suite 200
Philadelphia, PA 19123

Office 215-563-5848
Fax 215-563-9442
Email info@childrenfirstpa.org

Web: childrenfirstPA.org
Social: childrenfirstpa

6. Data and Analysis Skills: Strategic and detail-oriented ability to collect, interpret, and simplify large datasets, and analyze laws and regulations, in support of policy priorities and advocacy goals.
7. Management/Supervision and Project Management Experience: Minimum 7 years of experience managing and supervising a team with a spirit of collaboration and empowerment to help achieve team goals. Attention to detail is a priority so that staff, partners, and policymakers can engage and help move the work forward. This effort requires a leader with strong project management and strategy development skills.
8. Proficiency with Technology: Facility with Excel and Word, web-based research, social media platforms.

Key Duties:

- Spearhead the development of a new initiative aimed at improving children's mental health by developing and implementing advocacy strategies to advance state and local level mental health policy priorities which include:
    - Manage relationships with coalition members and state policymakers and recruit more key stakeholders
    - Guide the implementation of carefully crafted communications, mobilization and government relations strategies to get the policy reforms adopted
    - Supervise campaign staff (three staff members and multiple consultants)
    - Developing messaging documents, official correspondence testimony or public speeches, and manage a process to publish, disseminate and draw attention to compelling reports
    - Draft grant applications to secure additional resources and ensure expenditures do not exceed available funds
- Be the public face of the Campaign successfully recruiting and informing community leaders, parents and youth and engaging them to build support and regularly communicate with key policymakers about mental health campaign priorities
- Monitor trends and collect and analyze data on Medicaid policy to consider their impact on the campaign

Other Duties as Assigned

- Attend and present information at Children First board and board subcommittee meetings as requested
- Be available to plan, orchestrate and assist with outreach events which occur in the evening and/or weekends
- Attend and participate in staff meetings and staff committees
- Actively support Children First fundraising efforts

Additional Information:

- This is a full-time hybrid position requiring approximately 60 days a year in Harrisburg; in addition, to approximately 45 days on the road engaging with leaders across the state and a weekly in-office staff meetings in Philadelphia. Must have a valid driver's license and a reliable vehicle.

Reports To: Executive Director

Salary: Salary starts at $150,000 and will be commensurate with experience, plus benefits, including health care for you and your child(ren) and generous paid time off

Apply: Resume and cover letter to info@childrenfirstpa.org.