

Organizing Director

Better Ballot NC

About Better Ballot NC

Better Ballot NC (BBNC), a statewide volunteer-led organization that advocates for ranked choice voting (RCV) and supports other selected election reforms, is looking for a full-time **Organizing Director** to work on a transformative effort to upgrade North Carolina's voting system to RCV. Our three-pronged simultaneous approach includes education of the general public, advocacy of RCV in municipalities and counties, and promotion of state legislation favorable to RCV.

The full-time position is funded for one year, with the intention that fundraising efforts will sustain this position and grow BBNC's staffing level into the future.

About Rank the Vote

Rank the Vote is the Employer of Record for this position.

Rank the Vote is a non-partisan 501(c)(3) organization dedicated to empowering activists to build grassroots movements for electoral reform. Rank the Vote supports work to educate and advocate for **ranked choice voting, proportional representation, open primaries, and fair districts** at local, state, and federal levels. BBNC is one of Rank the Vote's 30+ state partners.

Responsibilities

The Organizing Director will be primarily responsible for coordinating and scaling our statewide volunteer operations, developing local volunteer leadership across regional hubs, and designing and implementing a robust, sustainable fundraising apparatus. They will conduct smart and compelling presentations and campaigns across digital and in-person mediums to drive volunteer engagement, grow the supporter base, and gain endorsements. Working hand-in-hand with our statewide grassroots leaders, the Organizing Director will help drive success at local events, train activists on organizing techniques, and reach people, fundraising, and endorsement goals. By professionalizing BBNC's organizational structure, this role will provide the dedicated, full-time focus required to execute our strategic plan of establishing RCV as a legally permitted, statewide election option in North Carolina.

Below is a potential range of specific responsibilities, from which the Organizing Director's priorities will periodically be selected. To the extent that is feasible given the capacity of BBNC volunteers, the Organizing Director should delegate various responsibilities to volunteer leaders, inspiring them to act and ensuring the tasks are completed.

- **Volunteer Management:** Coordinate with our part-time Volunteer Recruiter on the onboarding and integration of new volunteers. Develop meaningful activities that contribute to BBNC's strategic plan, for both new and existing volunteers. Train volunteers and local activists on messaging and best practices. Train volunteer leaders in relationship, coalition, and organizational building tactics and strategies. Conduct coaching sessions and training on all aspects of movement methods: from how to run an effective meeting, how to effectively table and clipboard at public events, how to inspire a recruit to action, to how to use BBNC's technology platforms. Work closely with volunteer leaders to ensure they are executing movement methods effectively. Strengthen existing regional hubs (chapters) of volunteers, and initiate additional hubs, including Charlotte. Assist volunteers with participation and staffing of public events. Provide other guidance and oversight to volunteers, as needed. Ensure volunteer communications and events are appropriately structured and impactful, and also promoted well. Meet with local RCV supporters to discuss adopting RCV for the municipality. Communicate status updates and action items to local RCV supporters.
- **Endorsements/Strategic Partnerships:** Cultivate, build and manage grassroots partnerships and strategic coalitions, both to advocate RCV as well as to support other selected electoral reforms. Develop and maintain contact with other coalition groups to facilitate collaboration at the state and national levels. Maintain relationships with a corps of influencers, elected officials, allied organizations, and approved volunteers for partnerships and social media amplification. Craft clear reasons and a presentation on why RCV is a solution for North Carolina's elections. Meet with local and state elected officials and political and civic organizations. Participate in a legislative team to win state legislation adopting RCV for state elections and enabling municipalities and counties to do so.
- **Communications:** Expand, lead, and participate on a BBNC communications team. For our social media, email, e-newsletter, website, and similar channels, arrange training, strategizing, and occasional guidance from Rank the Vote's Digital Services Program. Drive regular and frequent communications using

these digital platforms, letters to the editor, and other delivery methods to build support for RCV while minimizing opposition. In addition to this ongoing outreach, lead a one-time, larger-scale campaign to help fill the public education gap on RCV and other supported election reforms.

- **Fundraising:** Lead efforts to secure funding to maintain and grow BBNC's staffing level beyond the initial year of this position. Apply for grants. Cultivate relationships with large, 4-5 figure donations. Initiate and implement local, North Carolina-based fundraising efforts, possibly including advertising, small donor solicitations, and more.
- **Executive and Operations:** Develop movement-building plans with leadership including quantitative benchmarks, goals, deliverables, etc. Develop and maintain detailed tracking and reporting for all teams. Participate in the selection and management of consultants and vendors, if needed. Other operational, strategic planning, training, and administrative duties, as appropriate.

Qualifications

- **Experience:** 1-6+ years organizing experience, including volunteer training and management. Demonstrated, measurable results from past work. Experience with metrics-based capacity growth and goal-setting and moving volunteers from online to direct actions. Prior grassroots fundraising experience. Meeting facilitation skills. Excellent public speaking ability including experience speaking to large crowds to inspire them to take action. Experience boosting diversity in organizations. Rural organizing experience a plus. Graphic and video / creative and production skills. Excellent copywriting skills. Mastery of social media platforms. Portfolio examples of work including videos and presentations. Show planned/achieved goals and tracked metrics/accomplishments in resume.
- **Characteristics:** A passion for improving democracy, a commitment to continued learning, drive, vision, obsessive attention to detail, proven leadership, an unwavering positive attitude and good humor, an eagerness to receive feedback and course-correction, adherence to an ethos of non-partisan public relations and messaging including engagement with individuals from a broad spectrum of political views, and ability to show restraint on expressing personal partisan opinions, exceptional people skills and emotional intelligence.

Other Requirements

- **Schedule:** Full-Time, targeting an average of 40 hours/week, with many evenings and weekends required to meet with volunteers and attend events.
- **Travel:** Must be available to travel *up to* 40% of paid time within North Carolina.
- **Residency:** Must be a resident of North Carolina.
- **Terms:** This is a one year grant-funded position. Our hope is a successful candidate will be able to raise funds to continue their employment beyond one year.

Compensation & Benefits

- **Salary Range:** \$70,000 – \$80,000, depending on experience.
- **Health Coverage:** Up to \$725/month towards Medical, Dental, and Vision plans.
- **Unlimited PTO** + 16 company wide shut down days.
- **Voluntary Benefits:** 401K and disability insurance available.

To Apply

Visit rankthevote.us/apply_nc

To learn more about us, visit www.betterballotnc.org

Better Ballot NC provides equal employment opportunities (EEO) to all employees and applicants without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, or military or veteran status in accordance with all applicable laws. We don't tolerate discrimination or harassment based on any of the above. We're committed to building a diverse leadership team. Women, people of color, and members of other historically underrepresented groups are strongly encouraged to apply.