



1600 20th Street, NW • Washington, D.C. 20009 • 202/588-1000 • www.citizen.org

**Position Available – Campaign Coordinator to protect the fuel efficiency standards
President's office**

GENERAL DESCRIPTION OF POSITION: Fuel efficiency standards have been in place since the 1970s and were strengthened by the Obama Administration. These standards save consumers money at the pump, reduce emissions and improve the health of people and communities.

Two days after the 2016 Presidential election, the car companies - under the umbrella of the Auto Alliance— sent a letter to President-Elect Trump asking him to weaken the standards.

The transportation sector now accounts for about 1/3 of U.S. emissions and is rising, recently surpassing power plants. The car companies' push to weaken the standards and willingness to align themselves with the most anti-environmental Administration in history, demonstrates their shortsightedness and greed.

Against this backdrop, we are launching a campaign to target the auto industry to drop their push to weaken this incredibly successful program and are looking for a creative, experienced and committed Campaign Coordinator to help lead our work.

We are seeking someone who can combine social media savvy with the strategic competence to play an important role in shaping and executing the campaign. The right candidate will have grit and determination, and relish the thought of finding creative and hard hitting ways of exposing the hypocrisy and greed of the auto makers.

RESPONSIBILITIES:

- Help develop and execute a communications strategy, with a special focus on social media.
- Work with Communications and the EVP to develop a strategy to use graphics and images, Facebook and Twitter, as well as a website to push out innovative, edgy and oftentimes humorous content. Come up with creative ideas for videos. Shoot, edit and produce videos.
- Identify trade shows, conferences, recruitment events etc. where we can expose the car companies' hypocrisy.
- Develop materials and talking points, corporate analysis as needed.
- Collaborate with other consumer and environmental groups and coalitions engaged in this work.
- Serve as one of the spokespeople for the campaign.
- Other duties as assigned.

QUALIFICATIONS:

- Bachelor's degree preferred. At least 3 years of relevant campaign experience, ideally in a public interest setting. Corporate campaign experience a plus.
- Demonstrated experience with social media and digital campaigns.
- Strong commitment to the campaign and to unwaveringly take on the auto companies and industry.
- Excellent written and oral communication skills. Experience producing fact sheets, talking points and analysis within a campaign setting.
- Ability to work in a fast-paced environment, respond to short-term deadlines and balance multiple responsibilities; maintain strong attention to detail and accuracy.



1600 20th Street, NW • Washington, D.C. 20009 • 202/588-1000 • www.citizen.org

SALARY AND BENEFITS:

Competitive salary commensurate with experience. Good medical and dental coverage. Three weeks paid vacation for new employees. This is a grant contingent position.

TO APPLY:

To apply, send a cover letter, resume and 2-4 writing and social media samples to mstrand@citizen.org. No phone calls please.

Public Citizen is an equal opportunity employer.
visit www.citizen.org