



1600 20th Street, NW • Washington, D.C. 20009 • 202/588-1000 • [www.citizen.org](http://www.citizen.org)

## **Position Available – Campaign Director – Medicare-for-All President’s Office**

Public Citizen is a national, non-partisan, public interest group with more than 500,000 members and supporters. We take on corporate power and seek to advance justice and democracy, health and equality. We have worked for a single-payer, Medicare-for-All system for our entire 47-year history, and are now scaling up our campaigning.

### **CAMPAIGN OVERVIEW:**

Every day, Americans experience a health care system that doesn’t work, and they know it. Even the avatars of corporate capitalism – Warren Buffett, Jeff Bezos of Amazon and Jamie Dimon of JP Morgan – agree that the for-profit motive is distorting the healthcare system. People turned out en masse to protect the Medicaid expansion, and they did so around the broad idea that health care is right for all. Public support for a single-payer, Medicare-for-All system is surging, and politicians are paying attention.

**Now it’s time to seize the opportunity to drive forward the Medicare-for-All campaign, and to win.**

Public Citizen is investing in a major, long-term national organizing campaign on Medicare-for-All, to complement our existing team, which includes a full-time federal advocate, deeply expert physicians and researchers, and our communications department. We plan on devoting major organizational resources to ratcheting up the national campaign for Medicare-for-All, to force elected officials to take a stand, to countervail the power of the insurance industry, and to finally deliver on the imperative of providing health care to all Americans as a matter of right.

### **GENERAL DESCRIPTION OF POSITION:**

The Campaign Director will play a central role in developing and executing the overall national campaign strategy (including grassroots, coalitional, media and grassroots lobbying and research) for nationwide coordinated action in support of Medicare-for-All.

The grassroots organizing campaign will emphasize:

- Educating and engaging ever more Americans in the fight for Medicare-for-All, in every state.
- Winning local and state resolutions in favor of Medicare-for-All.
- In-district and in-state organizing to lobby Members of Congress to sponsor Medicare-for-All legislation; and, if they have already sponsored legislation, to become champions.
- Support for state Medicare-for-All initiatives.

**Specific responsibilities include:**

1. In collaboration with Public Citizen organizational leaders and key staff, develop and execute an overall national grassroots campaign plan in support of Medicare-for-All.
2. Develop and execute large scale grassroots and national mobilization efforts to advance our work. Establish high level relationships with allies; engage current partners and identify and develop strategies for engaging key new ones, with a special focus on groups and movements that have a broad and mass-based reach.
3. Work independently with organizations and elected officials on the national, state and local level to pass resolutions calling for Medicare-for-All.
4. Identify engagement opportunities on broader health issues – everything from the opioid addiction epidemic to racial disparities in infant mortality rates, from spiking insurance rates to out-of-control drug costs -- to drive forward the demand for Medicare-for-All around the country.
5. Represent Public Citizen and the campaign in public forums, in state lobbying, and in coalition contexts along with other Public Citizen leaders.
6. Manage and collaborate with a senior organizer and other campaign staff that may be added later.
7. Recruit and oversee hiring and training of fellows and interns.
8. Help develop comprehensive online and social media strategies with a goal of growing our membership and activist base and overall public awareness of and engagement on Medicare-for-All.
9. In coordination with the rest of Public Citizen’s Medicare-for-All team, help develop the research/materials/trainings and presentations needed for the campaign. Assist in the writing, research and editorial process of Medicare-for-All outreach materials and publications.
10. Work with Public Citizen’s communications department and the rest of the Medicare-for-all team to develop and execute national and state media strategies, including traditional and social media.
11. Other duties as assigned.

## **QUALIFICATIONS:**

- 7+ years experience in running multi-faceted, national-level advocacy campaigns.
- Extensive knowledge of and experience with grassroots advocacy, organizing and building organizational capacity.
- Knowledge and expertise related to Medicare-for-All preferred.



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- College degree required.
- Outstanding analytical thinking, political judgment, and oral and written communication skills.
- Ability to work well with a wide range of people, work well under pressure, and adapt to changing situations on a daily basis. Supervisory experience a plus.
- Must be organized, detail-oriented and able to juggle multiple projects within the overall campaign.
- Passion, commitment and an excellent sense of humor.

### **SALARY AND BENEFITS:**

Salary is commensurate with experience. Benefits include: employer paid medical and dental, three weeks paid vacation for new employees; personal and sick leave, 401k plan, paid parental leave, student loan program and more.

### **TO APPLY:**

Send a cover letter, resume and two to three writing samples to Human Resources at [HR@citizen.org](mailto:HR@citizen.org) .  
No phone calls please.

Public Citizen is an equal opportunity employer. Public Citizen employees are proud members of SEIU Local 500. People of color, women and LGBT candidates are encouraged to apply