



## Seeking Independent Contractor: Campaign Project Manager

**Project/ role:** Campaign Project Manager

**Supervisor:** External Relations Director

**Compensation:** 6 month contract, ~\$24,000 DOE

**Benefits:** N/A

**Classification:** Independent contractor

**Location:** Boise, ID

**Start Date:** ASAP

**Summary:** The Project Manager is responsible for coordinating and implementing outreach campaigns in support of organizational goals, with a heavy reliance on digital platforms and data. Initial project activities will focus on the “Northwest in Transition” proposal, but will also address and respond to other opportunities and needs.

The Project Manager will identify and segment data from the ICL database for targeted outreach and advocacy purposes. In coordination with partners in Idaho, Oregon, and Washington, the Manager will acquire lists, and design and implement targeted engagement efforts to reach and connect constituents to decision-makers. The Project Manager will oversee a Project Assistant, and an outreach team composed of hourly staff and volunteers. The Manager will work in close coordination with ICL’s Community Engagement Coordinator, Marketing Manager, and Communications Associate.

The Project Manager will play a lead role in determining and evaluating metrics of success, and building ICL capacity for grassroots mobilization to achieve strategic goals. This project’s goal is to increase and drive public actions designed to build support for the Northwest in Transition proposal, and to see elements of the proposal advance with co-sponsorship and endorsements from key decision-makers.

### Duties

- Responsible for gathering data from existing databases, and implementing and identifying new tools/platforms to initiate calls, peer-to-peer texts, email engagement, and other efforts to identify leaders and action takers across the state.
- Oversee a Project Assistant, who will recruit and manage a Mobilization Team.
- Regularly assess and evaluate project effectiveness, including tools, platforms, systems, and outcomes.
- Refine contact list generation and provide direction on tools, systems, and techniques for outreach.

- Manage lead-generation through social media marketing efforts to determine appropriate course of action for follow up, in close coordination with Marketing Manager.
- In partnership with the ICL team, ensure all systems are sharing information and integration is functioning, including Salesforce, Phone2Action, Hustle, and Facebook so response team work is completed and recorded.
- Serve as a primary point of contact for all data sharing collaborations for joint actions with partners and allied organizations.
- Track and report leads to measure the success of call, text, email, and volunteer outreach campaigns

### **Desired Qualifications**

The ideal applicant should be familiar with advocacy campaigns, list segmentation, CRM database reporting, and platforms for grassroots organizing. Adept at project and team coordination, able to work independently as needed to meet campaign deadlines and goals, and serve as a key member of a team.

### **Application Process**

Applicants should send a cover letter, resume, and 3 references to [ICLjobs@idahoconservation.org](mailto:ICLjobs@idahoconservation.org) with **Project Manager** in the subject line.

### **For More Information**

[www.idahoconservation.org](http://www.idahoconservation.org)  
[info@idahoconservation.org](mailto:info@idahoconservation.org)

*The Idaho Conservation League's programs and employment are open to all. ICL does not discriminate on the basis of age, gender, race, national origin, ethnicity, religion, sexual orientation, or ability in any of its policies or programs. Learn more at [www.idahoconservation.org](http://www.idahoconservation.org).*