

Voter Engagement Coordinator

About the Organization

Canal Alliance exists to break the generational cycle of poverty for Latino immigrants and their families by lifting barriers to their success. Every day, we work to educate, empower and support motivated immigrants to better meet their needs—from feeding their families and advancing their education, to learning English and becoming American citizens. Canal Alliance strives for a trauma-informed approach and inclusive culture. We invest in high quality services, professional development and work-life balance.

Position Summary

The Voter Engagement Coordinator manages community partnerships and conducts direct outreach activities to build capacity for Canal neighborhood and San Rafael Latino residents to register to vote and understand their ballots and government elected official roles. This position will focus initially on registering voters in advance of the general election, as well as mobilizing high Latino voter turnout in November. A particular focus will be raising awareness in the Latino community around a regional affordable housing bond measure that will be on the November ballot. The Senior Manager of Advocacy and Engagement will supervise this new role within the Policy and Civic Engagement (PACE) team.

Essential Functions

- Conduct stakeholder mapping and track community outreach meetings to forge partnerships that will help register and mobilize Latino voters in the Canal and beyond;
- Build a calendar of community events where Canal Alliance can share information with community members and help them register to vote;
- Work closely with the Senior Civic Engagement Coordinator and Housing Rights Organizer to coordinate the planning of outreach activities and events;
- Develop and distribute outreach materials, including Spanish language voter guides, event flyers, etc.
- Clearly organize and manage all planning documents, outreach materials, event calendars, and contact spreadsheets;
- Represent Canal Alliance at tabling events; ensure prompt and comprehensive follow-up with all those who expressed interest after each event;

- Support the design and implementation of a social media campaign focused on voter registration (July – October) and get-out-the-vote efforts (late October through early November).
- Help develop and manage partnerships with local public high schools and/or colleges to provide voter registration information and opportunities to their students;
- Regularly collect and analyze data to track progress in registering voters and recommend any needed adjustments to the outreach strategy;
- Assist with general administrative and programmatic support and other duties as assigned by supervisor.

Requirements

- Knowledge of Latino, immigrant, or low-income communities in Marin County
- Associate or Bachelor's degree in social justice, social work, sociology, public policy, other related fields, or equivalent combination of education and experience.
- 1-2 years of experience in community organizing and/or issue-based advocacy campaigns
- Bilingual in English and Spanish (Bi-cultural preferred)

Knowledge, Skills, and Abilities

- Familiarity with voting rights and the voter registration process
- Strong personal commitment to immigrant rights and civic engagement
- Strong interpersonal skills and comfort with public speaking
- A track record of working effectively and collaboratively with culturally diverse teams
- Strong organizational skills and consistent attention to detail
- A self-starter with excellent follow-through
- Excellent verbal and written communication skills in both English and Spanish
- Proficient with Microsoft applications, including Outlook, Word, PowerPoint, Excel, and Salesforce

Compensation & Benefits

This is a full-time, non-exempt position. This position is currently funded through November of 2024. We are seeking funding to extend the position. We offer a competitive salary with a benefits package that includes:

- Hourly rate of \$30
- 3 weeks paid vacation per year

Application Process:

Apply by clicking this link: <https://recruiting.paylocity.com/Recruiting/Jobs/Details/2490725>