



# GROSSMAN SOLUTIONS

**Position Announcement  
Campaign Manager  
Grassroots Vaccination Campaign  
Connecticut**

Grossman Solutions, in partnership with the State of Connecticut Department of Public Health, is seeking an experienced, strategic campaign manager to run a grassroots outreach campaign to increase the number of Connecticut residents who receive the COVID-19 vaccine.

The campaign is focused on communicating directly with, and answering questions of, residents high on the Social Vulnerability Index (SVI) and majority African American and Latino neighborhoods and communities. Ultimately, this campaign will assist individuals in scheduling appointments and help them access the vaccine.

The campaign will reach residents through paid and volunteer phone banks and canvasses and small outreach events.

The campaign will start immediately and is currently envisioned to last until Labor Day.

The manager will lead a 70-person team in executing all components of the outreach plan and canvass, coordinate with other State stakeholders working on outreach and communications efforts, and coordinate with the team managing mobile and pop-up clinic locations. The manager will also recommend and implement strategic data-driven recommendations and ensure that all campaign goals are met.

The ideal candidate is able to implement, direct, and be accountable for all aspects of this complicated statewide campaign while making strategic and innovative adjustments to improve results. They work well under pressure and can adapt in a fast-paced campaign environment. They are also able to effectively manage staff, motivating them to ensure all campaign goals are met.

## **Job Responsibilities**

- Lead a multi-faceted grassroots campaign centered around the door-to-door canvass in majority African American and Latino neighborhoods

- Craft simple, culturally specific messages to move residents of high SVI communities, predominantly African American and Latino residents to schedule vaccination appointments
- Help recruit, evaluate and hire all campaign staff
- Manage a complex team of up to seventy (70) people including canvass supervisors, canvassers, community organizers, operations support, data support, and quality control officers
- Support training of canvassers and other staff
- Collaborate with the network of public and private crisis responders, including state agencies, local health departments, health care providers, community leaders and influential residents
- Evaluate and improve canvass strategy and operations during the course of the campaign
- Develop and implement a strategic reporting system
- Develop and implement quality control processes for each campaign tactic
- Manage campaign budget and financial reporting to our firm and to the state
- Conduct staff evaluations and work with HR staff to handle any performance issues

## **Qualifications**

- 8+ years of experience, including multiple cycles of directing grassroots outreach programs, leading voter-targeted field operations, or managing campaigns
- Experience managing large, diverse teams, including managing remotely
- Experience working with underrepresented and/or historically marginalized communities, preferably in campaign or organizing settings
- Ability to understand and synthesize data, using it to inform strategy and problem solve
- Budget management experience
- Experience in grassroots organizing, with demonstrated ability to connect with diverse communities and move people to action
- Strategic mindset with flexibility to quickly adjust tactics
- Metrics-driven approach to planning, evaluating, and reporting on work
- Mastery of EveryAction program (functions like the Voter Activation Network)
- Experience in health care outreach and enrollment is a plus
- Experience in Connecticut is a plus
- Experience in government or working with government on outreach projects is a plus
- Spanish fluency is a plus

**Location**

This position can be remote but will require travel within Connecticut and in-person meetings.

**To Apply**

Please submit resume and cover letter at <https://grossmansolutions.applytojob.com/apply>.

Applications will be evaluated on a rolling basis.

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