

Kalamazoo Child Care Millage Campaign Manager

About the Campaign:

Grow Kalamazoo is leading a countywide campaign to pass a 0.5 mill child care millage in August 2026. If approved by voters, the millage would generate approximately \$5 million annually to expand access to affordable, high-quality child care; reduce costs for families; strengthen child care providers and the workforce; and build a more stable early childhood system in Kalamazoo County. By strengthening child care, the millage would strengthen Kalamazoo County's economy by supporting working families and stabilizing a sector that many families and employers depend on.

The campaign is rooted in the belief that families with young children should have the care and support they need to thrive, and that our community has a shared responsibility to make that possible. This effort is being developed in partnership with a broad coalition of parents, providers, community organizations, employers, advocates, and civic leaders. The coalition's work is grounded in equity, trust, collaboration, transparency, shared purpose, and shared accountability. These values guide how the campaign will build relationships, communicate with the public, make decisions, and navigate challenges together.

Grow Kalamazoo seeks a Campaign Manager who can translate this vision into a disciplined, values-aligned, community-centered campaign that builds broad support and wins voter approval by Election Day in August 2026.

About the Position:

The Campaign Manager will lead the day-to-day strategy, coordination, and execution of the child care millage campaign. This includes developing and implementing the campaign plan, coordinating field, communications, fundraising, and voter contact efforts, managing staff and consultants, supporting campaign finance and reporting processes, and working closely with the campaign/steering committee and coalition partners.

This is a contracted position through August 2026. Compensation is \$5,500 per month.

Responsibilities:

The Campaign Manager will be responsible for developing and executing a successful grassroots campaign, coordinating and aligning voter contact and mobilization efforts across a broad coalition of community partners, and managing the day-to-day operations of the child care millage campaign. Specifically, the Campaign Manager will be expected to:

- Develop and execute a comprehensive campaign plan with a timeline for field, communications, and fundraising activities
- Lead campaign committee work to develop a campaign budget and fundraising plan
- Develop and deliver regular reports to campaign committee

- Manage the campaign budget and make recommendations on spending priorities based on fundraising results
- Coordinate with the Campaign Treasurer and fundraising personnel to ensure that all required campaign finance reporting is completed accurately and on time.
- Assist the Finance Director or designated fundraising lead with fundraising/donor outreach efforts
- Hire, train, and supervise all campaign staff
- Recruit, train, and supervise coalition partners and campaign volunteers
- Ensure effective communication and coordination between all elements of the campaign (campaign committees, staff, and coalition partners)
- Identify and troubleshoot potential obstacles to success (ie. potential opposition and how to neutralize/persuade potential opponents to the measure).
- Develop relationships with and coordinate outreach to current and potential coalition partners
- Identify and manage earned and paid media opportunities
- Develop and manage social media and relational organizing strategies
- Lead GOTV activities, including absentee/vote-by-mail programs
- Other duties may be assigned as needed

Qualifications:

- 2 or more cycles of local, state, or federal campaign experience, with at least 1 cycle in a volunteer/staff management role, such as Volunteer Coordinator or Field Director.
- Experience working for a ballot initiative campaign is a plus!
- Experience applying principles of equity, diversity, and inclusion in previous work, preferably in a management capacity
- Experience hiring, training, and managing campaign staff and consultants
- Experience overseeing and managing projects across a diverse coalition of community stakeholders
- Experience with budget and cashflow management
- Exceptional team leadership, organizational, and communication skills
- Commitment to maintaining a supportive and healthy work environment where all team members are empowered to succeed
- Proficiency with voter database and targeting tools (such as NGP VAN)
- Experience with vote-by-mail/absentee voting programs
- Experience with or desire to learn new digital outreach strategies and technology
- Experience with or desire to learn the coordination of polling/public opinion research and the ability to apply results to campaign strategy

We encourage applicants who may not meet all described levels of experience but demonstrate an understanding and commitment to the outcome of the millage campaign.

Please send applications and references to growkalamazoo@gmail.com