

Job Description: Outreach Director California Right to Know Ballot Initiative Campaign for GMO Labeling

The California Right to Know 2012 campaign is seeking an experienced organizer to help us reach out to potential coalition members and allies.

The California Right to Know Genetically Engineered Food Act will be on the November 2012 statewide ballot in California. It requires labeling of genetically engineered foods. Currently, there are no laws in California requiring labeling of genetically engineered foods.

Consumers have the right to know what is in our food, and if food is genetically engineered, it should be labeled. A recent poll by the Mellman Group found that 91% of American voters are in favor of labeling genetically engineered foods. We intend to empower Californians to make informed choices about what we eat and feed to our families and children.

We are currently seeking a full-time organizer to join our campaign and work with us through November 2012.

We prefer that the outreach director is based in the Bay Area, but we will consider other California locations.

Specific tasks and responsibilities:

- Research and reach out to potential endorsers and coalition members
- Communicate regularly with coalition members, via phone and email
- Maintain coalition & endorsement databases
- Coordinate regular calls for the entire coalition and for sub-groups (i.e. food, health, consumer, labor and environmental groups)
- Assist with coordination of media events featuring coalition members
- Manage interns and volunteers to execute coalition responsibilities

Experience and qualifications:

- Minimum 2-5 years experience in grassroots and grassroots organizing
- Exceptional communication and organizational skills with strong written communication skills
- Exceptional time management and prioritization skills;
- Sense of humor, high ethical professional standards, and multi-cultural perspective
- Works well in team environment
- Computer literate, and comfortable with acquiring new skills
- Flexible schedule, including availability to work evenings and weekends, and to travel periodically throughout the state

- Dedicated to working closely and cooperatively on a campaign with diverse staff, volunteers, and community members
- Knowledge of food, agriculture, GMO, pesticide, environmental health and public health issues is preferred

This position is available immediately, and applications will be considered on a rolling basis. Compensation is competitive and based on experience. Please submit a cover letter and resume to gary@carighttoknow.org. In the email subject line, please write: "CA RIGHT TO KNOW – OUTREACH DIRECTOR"

For more information on the campaign, please see <http://carighttoknow.org/>.

We are an equal opportunity employer. People of color and women are strongly encouraged to apply.