



CALIFORNIA COASTKEEPER ALLIANCE

Job Announcement: Campaign Manager

California Coastkeeper Alliance (CCKA) unites Waterkeeper organizations statewide to fight for swimmable, fishable, and drinkable waters for all Californians. CCKA and Waterkeepers work together to develop, implement, and defend freshwater and ocean policies for the benefit of California's communities and ecosystems. CCKA is a member of the Waterkeeper Alliance, an international network of water advocates with more than 300 organizations.

Position Summary

CCKA seeks a Campaign Manager to lead communications, education, and advocacy campaigns that advance the mission of California Waterkeepers. The specific focus for the Campaign Manager over the next year will be a campaign educating state decision-makers and the public about the Clean Water Act, the citizen enforcement that makes it work, and the growing federal efforts to weaken both. Since 1972, the Clean Water Act has empowered citizens to enforce pollution limits when government agencies do not. Those protections are now under attack: the Supreme Court's decision in *Sackett v. EPA* narrowed the waters the Act protects, and federal rulemakings and proposals in Congress threaten to further roll back protections and restrict citizens' ability to hold polluters accountable.

California Waterkeepers have used citizen enforcement for decades to stop illegal discharges of polluted stormwater, sewage, and industrial waste, and to secure settlements that fund restoration and water quality projects in the communities that live, work, and recreate along their waters. The Campaign Manager will tell that story, working with the Executive Director and member Waterkeepers to document the results of citizen enforcement and make the case to decision-makers and the public for defending it. The Campaign Manager should be a proactive, self-starter who can create content and talking points that tell a compelling story, and is productive working with a remote team. The Campaign Manager has the opportunity to contribute to additional organizational campaigns depending on their interests, capacity, and organizational priorities.

Major Responsibilities

Campaign Strategy and Management

- Assist in developing and executing a 12-month campaign plan, including goals, audiences, messages, timeline, and metrics, in coordination with the Executive Director.
- Work with member Waterkeepers to document the outcomes of their citizen enforcement, including pollution reductions, improved permit compliance, and community and restoration projects funded through settlements.
- Manage the campaign budget and consultants; regularly track and report on progress and impact.

Decision-Maker Education

- Plan and lead briefings, district meetings, and site visits with state decision-makers and their staff.
- Develop fact sheets, case studies, and other materials explaining citizen enforcement and the threats to the Clean Water Act.
- Build relationships with coalition partners and coordinate with Waterkeeper Alliance and national allies on federal efforts.

Communications and Community Building

- Produce op-eds, press releases, web content, social media, and short-form video that bring Waterkeeper enforcement stories to a general audience.

- Cultivate media relationships, pitch stories, and prepare Waterkeepers and community members as spokespeople.
- Organize public events, such as watershed tours and community forums, in Waterkeeper watersheds.
- Assist with additional CCKA communications efforts as needed.

Administrative

- Assist with fundraising and grant reporting for the campaign.

Qualifications

- Bachelor's degree in a relevant field (e.g., communications, political science, environmental studies), or equivalent years of experience.
- 2+ years of experience in campaign management, communications, legislative advocacy, or community organizing.
- Demonstrated success running communications, education, or advocacy campaigns with measurable results.
- Exceptional writing skills, including the ability to translate legal and technical subject matter into plain language.
- Knowledge of effective social media strategies and best practices, and ability to craft compelling online content.
- Confidence in public speaking and in briefing elected officials and their staff.
- Familiarity with the Clean Water Act, citizen enforcement, and the California legislative process is preferred.
- Experience with media relations, digital campaigns, and design or video tools is a plus.
- Ability to prioritize and execute multiple projects, meet deadlines, and work with minimal supervision.
- Passion for California's ocean, coast, bays, and rivers.

We know that no candidate is a 100% match for the skills listed above. If you are passionate about this role and feel your experience translates well, we strongly encourage you to apply.

Term

This is a limited-term position for 12 months, with the possibility of extension depending on funding. CCKA prefers a full-time hire but will consider a part-time schedule for the right candidate. The Campaign Manager reports to the Executive Director.

Physical Requirements

The job entails typical office environment work (sitting at computer, on phone, etc.) and use of standard office equipment. Regular travel to meetings, events, and Waterkeeper watersheds throughout the state is required, with occasional travel to Sacramento.

Salary & Benefits

Salary range is \$70,000 - \$75,000 annually, depending on experience. Salary will be prorated for a part-time schedule. CCKA offers fully paid medical and dental benefits for employees (depending on work schedule), vacation and sick time, and a generous holiday schedule.

Location

This position can work remotely anywhere in California, with the ability to travel.

To Apply

Please email a resume, cover letter, and short writing sample (less than 10 pages) to info@cacoastkeeper.org with the subject line: "Campaign Manager Application – [your name]." Please indicate in your cover letter whether you are seeking a full-time or part-time position. We will conduct interviews on a rolling basis and the position will remain open until filled, with a start date as soon as possible.

CCKA is committed to providing equal opportunity to qualified job applicants and employees and does not discriminate on the basis of race, religious creed, color, national origin, ancestry, physical disability (including pregnancy), mental disability, medical condition, marital status, sex, age, gender, sexual orientation, citizenship, military service status or any other characteristic protected by applicable federal, state or local law.

To learn more about CCKA, visit our website at www.cacoastkeeper.org.