



**Managing Director of Campaigns and Communications**  
Washington, DC

## EXECUTIVE SUMMARY

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Americans for Financial Reform Education Fund (AFREF) is a nonpartisan, nonprofit coalition of more than 200 civil rights, community-based, consumer, labor, small business, investor, faith-based, civic groups, and individual experts. We fight to create a financial system that deconstructs inequality and systemic racism and promotes a just and sustainable economy. AFREF invites nominations and applications for a **Managing Director of Campaigns and Communications**. As a key member of the senior leadership team and reporting to the Executive Director of AFREF, the Managing Director will lead campaigns and communications work to increase our impact and capacity to drive change.

The new Managing Director will lead a team of AFREF staff in campaigns and communications. Leveraging skills and experience crafting effective campaign and communications strategies s/he/they will develop and deploy effective tactics to mobilize staff and stakeholders to action and take advantage of strategic opportunities.

As a member of the leadership team, the new Managing Director will partner with AFREF's leadership to build connectivity within teams, across the organization, and with coalition partners. The new Managing Director will also bring an inclusive management style that supports staff members to achieve their highest potential and is grounded in principles of equity and inclusion.

The successful candidate will have 15 plus years of relevant experience including 5 years of management or leadership experience. S/he/they will understand the nuances of both communications and campaign management and will bring relevant content expertise and lived experience to AFREF's work to advance economic justice.

The salary range for this position is \$105k-120k plus benefits and will be determined on the basis of experience and qualifications for the role.

This search is being conducted by the talent strategy firm, [NPAG](#). Application instructions can be found at the end of this document.

## ORGANIZATIONAL OVERVIEW

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Americans for Financial Reform was formed in the wake of the 2008 economic crisis. They played a leading role in winging passage of the Dodd Frank Financial Reform Act and the creation of the Consumer Financial Protection Bureau. Currently, they are working for broader transformation of the financial system, including fending off attacks on existing protections. AFR's staff effectively advances the agenda of their large and active coalition, which works together to advance an economic and racial justice agenda.

AFREF is the sister organization to Americans for Financial Reform. AFREF and AFR are two separate organizations that share a common vision. The strategies that the two organizations use to accomplish their goals differ: AFR mobilizes its member organizations to advocate for the passage of strong federal legislation; while AFREF focuses on public education campaigns regarding the financial justice progress the nation has made, addressing continuing challenges, and the important role of the federal government in addressing these challenges.

## PROGRAMS

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Through policy analysis, research, education, coalition building, media engagement, and outreach, AFREF develops policy agendas, engages in the regulatory process to advance consumer financial protection and Wall Street accountability, and builds public will for meaningful financial systems change. Their sister organization Americans for Financial Reform advocates for legislative and policy change to advance these goals. The rules and design of the financial system touch every aspect of people's lives in ways both obvious and less so, and AFREF's work reflects this.

Leveraging AFREF's policy and research team's unique expertise and relationships built by more than a decade of effective coalition building, AFREF's communications and campaigns get their message out to broad audiences and to key decision-makers. They develop focused and ambitious campaigns around their priority issues to mobilize individuals and organizations and build power to drive change. AFREF shapes a proactive agenda, and responds to regulatory, financial markets, and legislative events. They work inside the technical details of financial policy and are connected to a broad network of grassroots and membership organizations. AFREF finds the levers for change that can remake who the economy works for and how.

Significant campaigns underway include fighting to end predatory debt trap loans; promoting public banking alternatives, including postal banking; working for student debt cancellation; moving the Federal Reserve to focus their COVID-19 response on measures that help those most hurt by the health and economic crisis versus propping up the stock market; and taking on looting by private equity and hedge funds that make billionaires and multi-millionaires richer by taking money from workers and communities.

With a strong and skilled staff of 23 led by Executive Director, Lisa Donner, AFREF is continuing to grow and to build the infrastructure to support their expanding work. The Managing Director of Campaigns and Communication is a new and critically important position as AFREF grows and rises to meet the ever-evolving threats to justice and equity in the American economic system.

## **OPPORTUNITIES AND CHALLENGES FACING THE NEW MANAGING DIRECTOR**

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As a new executive level position at AFREF, the Managing Director of Campaigns and Communications will have an opportunity to impact both the strategic and operational direction for AFREF and its coalition partners. Although not an exhaustive list, the following challenges and opportunities are key areas of concentration for the new hire:

### **Leading and advising on all aspects of leveraging resources to build public will and power to fight for critical economic policy reform.**

In collaboration with AFREF's Executive Director, staff, and key partners, the new Managing Director will bring strategic communications, campaigns, and leadership expertise to the work of leading a team to clear objectives, while maintaining the agility to pivot to rapidly changing circumstances. The new Managing Director will seek opportunities to deepen AFREF's understanding of and commitment to principles and integrated practices that reflect diversity, equity, and inclusion.

### **Establish a clear narrative and framework that ties together AFREF's diverse portfolio of work.**

The new Managing Director will work closely with AFREF's ED and staff to deeply understand and tell the story of AFREF and its critical impact holding wall street accountable and protecting communities from predatory economic practices and policy. S/he/they will co-create a communication strategy that leverages AFREF's team expertise across policy and campaign activities. S/he/they will activate the team's skills in journalism, social media, and insider Washington politics to elevate issues and apply pressure when needed that reinforce the need for policymakers to put economic and racial justice ahead of Wall Street interests in economic policy decisions. The new Managing Director will also lead the development of written materials and web content to ensure AFREF's story is accessible and wide-reaching across audiences in order to effectively amplify and focus on key stories and messages.

### **Lead a team to strategically advance campaigns that grow capacity and power of the organization, their coalition and coalition partners, and creates the public and political will for policy change.**

The new Managing Director will collaborate with the Executive Director, managers of specific campaigns, and the campaign staff to identify opportunities for impact, set ambitious goals, develop multi-pronged strategies to advance them, build alliances, evaluate progress, learn from their experiences, and adapt to changing circumstances.

**Provide mentorship and management to communications and campaign staff that helps build and sustain a strong culture of inclusion, growth, and performance at all levels.**

AFREF is committed to developing internal policies and practices that support a healthy and vibrant culture where individuals at all levels can grow and thrive. The new Managing Director will have an opportunity to contribute to the advancement of policies and practices internally that align with AFREF's stance as an anti-racist organization and will provide mentorship and connection to a growing cohort of leaders within and beyond AFREF. S/he/they will intentionally build a team in which members feel valued, empowered, have opportunities for continued growth and learning, and are recognized for the unique contributions, perspectives, and commitment they bring to the work. The new Managing Director will be a systems thinker with the ability to listen, motivate, and execute in a fluid environment.

**Identify, build, and nurture external strategic partnerships that help to advance key policy objectives.**

The new Managing Director will be an important external representative for AFREF, working with campaign and communications staff to strengthen existing relationships and build new ones to garner support for AFREF's priority areas. S/he/they will be an effective spokesperson and storyteller who can measurably build public awareness of the systemic predatory harm and injustice being committed against Americans by Wall Street and the financial system. In partnership with the Executive Director, the new Managing Director will create funding strategies for communications and advocacy priorities and contribute to overall fundraising efforts.

**QUALIFICATIONS OF THE IDEAL CANDIDATE**

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While no candidate will have all of the skills and experiences ideal for the role, priority areas of qualification include:

- A commitment to economic and racial justice;
- Demonstrated experience designing, operationalizing, and leading effective campaign and communications strategies that impact public policy; familiarity with organizational branding and marketing strategies; ability to identify understand strategic opportunities;
- Five years of progressive leadership and management experience in a mission-driven, fast-paced, high-performance environment;
- A strong commitment to equity, inclusion, and power-building combined with the skill and grace to bring a variety of lived experiences and perspectives into the work of social change;
- Experience with and enthusiasm for mentorship and staff development; strong ability to

instill teams and networks with a sense of shared commitment and purpose; demonstrated commitment to responsive, accountable leadership and proactively managing others to take ownership, initiative, and action;

- A demonstrated innovator in communications and advocacy. A record of success driving winning strategic campaigns, with an understanding of the political climate, emerging issues, and opportunities for how to leverage AFREF's unique space; demonstrated ability to develop and manage effective communication and advocacy strategies to affect change;
- Proven track record of building and sustaining partnerships and alliances with diverse organizations and stakeholders to expand impact;
- Exceptional communication skills including compelling public-speaking and persuasive writing skills with the ability to translate complex, technical issues into accessible language for wider audiences, including the media, senior officials, coalition partners, and donors; fluency in using digital tools, including social media, to engage audiences is required; and
- Knowledge of financial and economic policy, and of the federal legislative and regulatory context.

## TO APPLY

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More information about the Americans for Financial Reform Education Fund and Americans for Financial Reform may be found at: <https://ourfinancialsecurity.org/>.

The search process is underway, and candidates are encouraged to apply as soon as possible.

Applications including a cover letter describing your interest and qualifications, your resume (in Word format), and where you learned of the position should be sent to: [AFR-MD@npag.com](mailto:AFR-MD@npag.com). In order to expedite the internal sorting and reviewing process, please type your name (Last, First) as the only contents in the subject line of your e-mail.

**AFREF is an equal opportunity employer and proudly values diversity.  
Candidates of all backgrounds are encouraged to apply.**