

## **Position Announcement**

### **National Guestworker Alliance: Cultural Organizer and Strategist**

#### *Summary*

The Cultural Organizer and Strategist will be responsible for developing strategy and implementing culture change interventions in Florida that align with the goals of Resilience Force, the leading initiative of NGA. Resilience Force is a national initiative to transform America's response to disasters by strengthening and securing America's Resilience Workforce—the millions of people whose work, heart and expertise make sustainable recovery from disasters possible.

The primary role of the Cultural Organizer and Strategist will be to lay the foundation of an effective culture change strategy, and ultimately build and manage the efforts required to make the members of the “resilience workforce” a leading character, symbol and constituency in the cultural life of greater Miami and Florida.

The position will be based in Miami, with responsibilities throughout Florida and the Southwest region. It will require a high degree of personal initiative, strategic instincts, relationship development and management, creativity and familiarity with multiple channels of cultural intervention, especially in Florida. The Cultural Organizer and Strategist will report to the Chief Operating Officer.

#### *Job Responsibilities*

##### **Strategy Creation**

- Work with the COO and Executive Director to develop a vision for
  - An effective program of cultural intervention, tailored to the assets and needs of Resilience Force, as well as the cultural landscape of South Florida.
  - An effective approach to establishing as a media savvy cultural force and resource among key partners, both current and future.
- Help build buy-in and synergy with staff, board and partners around the vision and planning for cultural intervention and Resilience Force brand-building.
- Translate the vision into specific, viable and high value goals and activities that the Cultural Strategist will be responsible for implementing.

##### **Implementing Strategic Cultural Interventions**

- Conduct a set of culture interventions and brand-building efforts in the greater Miami area, and assess impact.
  - Interventions will likely include a combination of original storytelling and brand-building campaigns and media/event/other collaborations.
- Identify and build relationships and shared identity among a promising cohort of resilience workers throughout South Florida.

- Equip and coach members of the cohort to effectively contribute to and participate in cultural interventions, including mastering their own stories.
- Identify and leverage the news cycle and other opportunities related to past, present or developing disasters to advance the goals and work of Resilience Force.

### *Qualifications*

- Ability to think strategically and creatively about mass population culture social change interventions
- Demonstrated clarity of thought and creativity through concise and effective public storytelling
- At least 3 years experience of mission-driven work in popular media, public art, marketing or similar field
- Local knowledge of cultural/sub-cultural channels in Miami
- Strong offline people skills, including the ability to connect to low-income, immigrant workers, engage donors and work collaboratively with staff
- Bilingual and bicultural English/Spanish a plus
- Demonstrated passion for grassroots organizing, economic and racial justice work
- Ability to work in a highly adaptive and collaborative organizational culture
- Ability to conduct some travel throughout Florida and regionally, as well as occasional national staff meetings

### *Salary and Benefits*

Competitive salary depending on experience. Generous benefits include medical, dental, vision, life and disability coverage, vacation days, sick leave, personal days, 401k employer contributions, and flexible spending accounts.

**General Working Conditions:** Remote office environment; occasional evening events and travel around Florida will be required for this role. Working phone and internet expenses included in agreed salary.

**Additional Information:** Applicants are required to submit a resume and a cover letter that outlines interests and qualifications for this position and desired salary range. Submit all material to "**jobs@guestworkeralliance.org**"

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