

NUCLEAR BAN TREATY COLLABORATIVE POSITION ANNOUNCEMENT

Campaign Manager

The Nuclear Ban Treaty Collaborative is seeking a person to manage an eight-week mini-campaign to educate members of the public in the US about the current nuclear threat and to press US media to include the Treaty on the Prohibition of Nuclear Weapons (TPNW) in their coverage of that nuclear threat.

The campaign manager will work toward these goals by:

- outreach to members of allied organizations to increase participation
- work with media and social media consultants
- carrying out an advertising plan
- planning two webinars
- mobilization for and participation in June 12 events
- attending weekly meetings with the Steering Committee and carry out plans as they develop

The campaign manager will be supported by and accountable to a campaign Steering Committee. The Steering Committee will be responsible for providing necessary resources for the campaign. The Steering Committee will be actively involved in the campaign.

The campaign's primary efforts will focus on opportunities provided in June 2022—the 40th anniversary of the million person march for a nuclear freeze in New York City in 1982, June 7-12, and the First Meeting of States Parties in Vienna Austria, June 21-23.

This position is a US-based, remote-work position. No travel is required. Campaign manager will need to have a computer, reliable internet access, and a phone.

The position is available immediately. Applications are being accepted now and will be accepted until the position is filled.

The Nuclear Ban Treaty Collaborative is an equal opportunity contractor who encourages applications from women, Black, Indigenous, Latina/o/x, AAPI, People of Color, LGBTQIA+, differently-abled people, and other members of underrepresented groups who will contribute to the diversity of our effort.

Information about the Nuclear Ban Treaty Collaborative can be found [here](#).

Information about the Campaign

The campaign as currently envisioned has multiple interwoven parts.

- The development of a [Statement on the Existential Threat of Nuclear Weapons and on the Treaty on the Prohibition of Nuclear Weapons](#) that will be released in communities across the nation and simultaneously in a national press release. The Statement is currently being circulated for endorsements; the campaign manager will be responsible for contacting endorsing organizations to encourage wider dissemination of the Statement (to their memberships, for instance) and for further disseminating the Statement.

The Campaign Manager will work with consultants to coordinate the media releases of the Statement.

- A Letters to the Editor campaign aimed at major national US media calling for the recognition and inclusion of the TPNW in all media coverage of nuclear weapons, especially the current nuclear threat.

The Campaign Manager will be responsible for seeking LTE writers from the list of Statement signers and supporting organizations.

- A social media campaign that will educate members of the public who are suddenly aware of the nuclear threat and will publicize the TPNW.

The Campaign Manager will participate in the development of the social media effort; the Steering Committee expects to contract for a social media consultant to carry out this part of the campaign.

- An advertising campaign that may include billboards and targeted advertising

The Campaign Manager will be responsible for executing the advertising plan. The Steering Committee will be responsible for preparing and creating the advertising.

- An on-line educational effort with at least two webinars to educate people about the current nuclear threat and the TPNW, and to educate people about the First Meeting of States Parties in Vienna.

The Campaign Manager will participate in the planning of the webinars.

- Participation (virtual, for most people) in events planned in NYC for the 40th anniversary of the 1982 million person march for a nuclear freeze, including a four hour rally on June 12.

The Campaign Manager will work with NYC event planners to facilitate virtual participation and to use our campaign efforts to support the efforts in NYC.

- What's Next? Over the next six weeks, the Steering Committee will be framing opportunities for ongoing participation after June 12 in the effort to elevate the TPNW and eliminate nuclear weapons. This would include, for instance, making sure that everyone who participates in the campaign is aware of the First Meeting of States Parties and ways they can participate.

The Campaign Manager will be involved in discussions about What's Next and will assist in setting up a program and calendar for future events.

While this mini-campaign is being developed even as it is unfolding, the members of the Steering Committee have decades of experience in event planning and campaign management. What we don't have is the capacity to drop our current work and do this; that's what we're seeking in a Campaign Manager.

The Steering Committee has set aside funds for website support, media support, an electronic/social media consultant, professional webinar assistance, a press conference, and advertising.

Once the Campaign Manager is identified, the Steering Committee will work with him/her/them to identify a part-time assistant.

Compensation: \$30-40/hour, depending on experience; 40 hours/week; 8 weeks.

The Campaign Manager will be an independent contractor.

Please send a resume and cover letter to the Steering Committee, c/o Ralph Hutchison at orep@earthlink.net. Questions should be directed to the same email.