



## **Housing Campaign Manager: Request for Proposals**

1000 Friends of Oregon is seeking a contractor to manage our grassroots housing advocacy campaign leading up to and during the 2025 legislative session (October 2024 - June 2025). We are partnering with Central Oregon LandWatch, Portland: Neighbors Welcome, Better Housing Together (Eugene), and Thrive Hood River to weave statewide and local organizing efforts to pass an agenda of pro-housing priorities, including:

- Ensure that residentially zoned lands are development-ready
- Remove barriers to ownership options for middle housing
- Revise building codes to allow shared utilities/connections for middle housing
- Explicitly allow all middle housing types
- Develop specific 'ready build' middle housing plans
- Authorize land trust and cooperative land ownership models
- Remove barriers to the use of modular/manufactured/other factory-built housing
- Allow housing on all lands zoned for commercial use

### **Housing Campaign Manager Responsibilities**

- Outreach to advocacy groups, home builders, and community groups around the state.
- Create campaign materials and social media, to be distributed by and through the above partners.
- Organize outreach to key legislators by constituents of the above groups through individual meetings, emails, and phone calls.
- Create paid-for targeted social media aimed at key legislators.
- Coordinate and produce a webinar for all legislators and their staff, especially new legislators, on the need for these funding and investment actions in the 2025 session to realize the potential of past housing policy changes (1000 Friends has done annual educational webinars and seminars for legislators & staff for 15 years)
- Coordinate webinar presentations to subgroups/caucuses of the legislators (e.g., Environmental Caucus, Transportation Caucus)
- Organize events with coalition partner organizations to build awareness and recruit volunteers for our pro-housing legislative push during the session.
- Coordinate with the "Inspire Oregon: Housing Production Summit," a conference in Eugene (Fall 2024) in partnership with the University of Oregon and Lane County that provides a strong opportunity to lay the groundwork for our legislative objectives. Attendees will include legislators, state agencies, local governments, lobbyists, advocacy organizations, interest groups, and academics.



### *Minimum Qualifications*

- Experience managing legislative or grassroots campaigns at the statewide or local level;
- Strong ability to manage competing tasks and multiple requests from different individuals;
- Event coordination experience, for virtual and in-person campaign events;
- Strong public speaking, conflict resolution, and group facilitation skills;
- Ability to organize partners from across the state and keep coalition partners well-informed during a busy session.

### *Preferred Qualifications*

- Familiarity with 1000 Friends of Oregon, Oregon's land use system, and current land conservation and development issues and solutions;
- Working relationships with mission-based organizations working on housing policy in Oregon;
- Fluency (written and verbal) in a language other than English.

### **Compensation**

1000 Friends of Oregon has \$40,000 available for the budget (approximately 25 hrs/week at a rate of \$40/hr from October 2024 - June 2025). 1000 Friends of Oregon is open

### **About the RFP Process**

Applications will be reviewed on a rolling basis with the first round of review by the hiring committee taking place on Wednesday, October 9, 2024. Competitive applicants will be asked to interview virtually and/or in person, with an anticipated start date of October 28th.

### **To Apply**

Please email to [jobs@friends.org](mailto:jobs@friends.org) a resume and a cover letter (no more than 1-page, single-spaced) answering the following:

- Why are you interested in this RFP?
- What attributes and experiences make you qualified for this RFP?