



Deputy Director, Campaigns

Remote, California



ABOUT CPEHN

The California Pan-Ethnic Health Network (CPEHN) envisions a world in which all communities regardless of their income, sex, race, ethnicity, primary language, LGBTQ+ status, disability or immigration status, have the opportunity to live with optimal physical, behavioral, oral, and overall health and well-being, and to thrive. In this system, all patients are treated with the same level of dignity and respect, allowing everyone to achieve the best possible health outcomes.

Our mission is to bring together and mobilize communities of color to advocate for public policies that advance health equity and improve health outcomes in our communities.

As a multi-ethnic network representing organizations serving millions of Californians, CPEHN brings together and builds power in diverse communities of color. As a network, CPEHN is the collective voice for racial justice, health equity and health care system reform.

We have four main approaches to how we do our work:

- **Policy Advocacy.** We advocate for federal, state and local policies that advance health equity.
- **Network Building.** Everything we do is done in collaboration with our nonprofit and grassroots partners.
- **Policy Research.** Our research focuses on studying and understanding disparities in health access, utilization and outcomes by race, ethnicity, language, disability status, sexual orientation, gender identity, and immigration status.
- **Storytelling** helps us sustain attention, build trust and inspire action in and on behalf of our communities.



Executive Summary

The California Pan-Ethnic Health Network (CPEHN) is seeking a full-time Deputy Director, Campaigns to provide senior leadership for the organization's statewide organizing and legislative campaigns. CPEHN is a statewide health policy organization focused on advancing racial and ethnic health equity by partnering with communities of color to elevate local voices and priorities to policymakers.

This is a high-level leadership role, directly supervised by the Executive Director, and is ideal for a

seasoned campaign strategist who excels at building and managing strong teams, translating strategy into clear plans, and aligning organizing and legislative advocacy into cohesive, effective campaigns. The Deputy Director plays a critical internal leadership role, ensuring that campaign work is strategic, coordinated, and well-supported.

This position may be based anywhere in California. CPEHN maintains physical offices in Sacramento, Oakland, and Los Angeles and has a hybrid work policy (air travel required). CPEHN has a mandatory up-to-date COVID-19 vaccine policy.

Salary Range: \$155,000 - \$165,000 (DOE).



Position Overview

The Deputy Director, Campaigns is responsible for developing, leading, and managing multi-year campaign strategies that advance CPEHN's organizational priorities. This role serves as the senior campaign strategist for the organization, with a particular focus on ensuring that organizing efforts are aligned with legislative strategies and that campaign plans are realistic, adaptive, and well-executed.

The Deputy Director directly manages the team responsible for running campaigns and works in close collaboration with the Senior Director of Policy and Research and the Leadership Team to ensure alignment across the organization. While primarily serving as an internally focused staff leader and strategist, the Deputy Director will also be expected to represent CPEHN externally in key settings either in place of or in collaboration with the Executive Director. This role functions at a senior level, taking directions from the Executive Director, translating high-level strategy into actionable plans for staff, and providing strategic insight and feedback to support organizational decision-making.

Key Job Duties

- **Campaign Strategy and Planning**
 - Develop and lead comprehensive campaign strategies that align organizing and legislative advocacy efforts into a cohesive plan.
 - Create and oversee multi-year campaign plans with at least two-year horizons, adjusting strategies as political, organizational, or external conditions evolve.
 - Ensure campaign plans advance CPEHN's broader organizational goals and strategic priorities by maintaining alignment with Executive Director and fostering consistent alignment with legislative and organizing staff.
 - Translate high-level strategic direction into clear, actionable plans that staff can implement effectively.
- **Team Leadership and Management**
 - Directly manage at least two director-level team members and support a skilled organizing and advocacy team, ensuring clarity of roles, priorities, and expectations.
 - Provide strong people management, including coaching, professional development, performance feedback, and capacity-building for staff.

- Foster a collaborative, supportive, and accountable team culture where staff are set up to do their best work.
- Keep campaign work organized, well-paced, and appropriately resourced.
- **Senior Leadership and Collaboration**
 - Serve as a senior thought partner to the Executive Director, providing insight and analysis to inform strategic decisions.
 - Collaborate closely with the Management Team, which includes legislative, organizing and policy leadership, to ensure alignment across the organization.
 - Support organizational planning by identifying opportunities, risks, and tradeoffs related to campaign strategy and capacity.
 - Communicate clearly and effectively with leadership and staff through strong written and oral communication.



Required Qualifications

- At least 10 years of experience leading advocacy or organizing campaigns, with demonstrated success aligning organizing and legislative strategies. Expertise in health care policy is not required; instead, it is more important to be highly skilled at developing campaign plans and strategies that drive the organizational plan forward.
- Demonstrated ability to integrate organizing and policy/legislative strategies, ideally bringing meaningful experience in both.
- At least 5 years proven experience managing and developing staff, including supervising skilled teams and supporting staff growth.
- Familiarity with California's legislative process and direct experience engaging within the Capitol.
- Strong campaign planning skills, including the ability to design multi-year strategies and adapt plans as conditions change.
- Excellent organizational skills, with the ability to manage complex workstreams and keep teams focused and aligned.
- Strong written and verbal communication skills.
- Demonstrated ability to work collaboratively across teams and functions.
- Cultural humility and cultural competency, with experience working in diverse, equity-centered environments.

CPEHN recognizes that skills and experience come in many forms and does not expect candidates to meet every qualification listed. We encourage applicants to apply even if they do not check every box.



COMPENSATION AND BENEFITS

The salary range for this role is \$155,000 - \$165,000 (DOE). At CPEHN, we understand the importance of benefits and how they contribute to the overall well-being of our staff. We provide excellent benefits (100% employer-paid health and dental insurance, up to 10% employer retirement contributions, sabbatical leave, generous PTO with 1 week winter holiday every year, frontloaded sick leave, and more). CPEHN provides all employees with professional development funds to grow and hone skills relevant to their work.



CULTURE

We center equity at the heart of our culture, which can be seen in our hiring, salary transparency, and commitment to staff growth. We pride ourselves in uplifting a healthy work-life balance, which includes monthly “Slow Fridays” to encourage our team to take vacation, annual “Fun Days” to allow break time and opportunity for fun, and a flexible hybrid work schedule that is largely remote. Our hybrid work schedule requires a minimum of 2 days in office per month plus monthly travel throughout California.



HOW TO APPLY

More information about the California Pan-Ethnic Health Network can be found at: <https://cpehn.org/>

This search is being led by [Phuong Quach](#) and [Andres Marcuse-Gonzalez](#) of [NPAG](#). We invite applications with a resume and cover letter outlining your interest and qualifications via the portal on NPAG’s [website](#). Should you have questions, candidate nominations, or if you need assistance or accommodations in the application process, please contact Andres at andres@npag.com