



CONSULTANT RFP: Abortion On Our Own Terms Campaign Manager

A project of the New Venture Fund is seeking an individual consultant or team to serve as Campaign Manager for [Abortion On Our Own Terms](#) (AOOOT) - a narrative and culture change campaign to promote self-managed abortion as an option that should be accessible for anyone who chooses it. The consultant will initially be responsible for overseeing the campaign's public launch in April 2022 and implementing the plan developed by the Campaign Steering Committee (comprised of six leading reproductive health, rights, and justice organizations, with support from communications consultants), and will then continue to develop the campaign plan moving forward. The campaign will include coordinated national and state efforts targeting changemakers, in particular allied progressive organizations, state and national policymakers, and progressive influencers, by developing and implementing outreach strategies for media, partners, supporters, and other audiences. The consultant will report to the Steering Committee, as well as work with committee leads, consultants, and coalition members.

This project will require the ability to do high-level strategic thinking and planning on a national scale; work independently, solicit input as needed for key decisions; and manage a large and diverse coalition of organizations and stakeholders.

BACKGROUND INFORMATION

Extensive research shows self-managed abortion (SMA) with medication is a safe and effective method for ending a pregnancy, yet due to abortion politics medically unnecessary restrictions that create legal risks for self-managed abortion persist in both federal regulations and in laws being proposed, enacted and implemented by federal and state lawmakers. Abortion on Our Own Terms is a campaign to ensure policymakers, progressive advocates, and movement leaders are changing the way they talk about self-managed abortion and demanding that self-managed abortion be an accessible, normalized option for anyone who wants to end a pregnancy.

Campaign members share a vision of a world in which every person has the option to safely end their pregnancy when and where they desire. This includes both care from a provider who is working within the formal healthcare system and supported or self-managed abortion care outside of it. More information may be found at <https://abortiononourownterms.org/>.

The scope of work outlined below is expected to require approximately 20-25 hours/month.

SCOPE OF WORK

Specifically, the consultant will provide the following services:

- **Campaign Implementation:**
 - Support implementation of the campaign's launch strategy, currently planned for April 2022, along with communications consultants.
 - Supporting the Steering Committee in developing, implementing and executing the AOOOT normalization campaign plan.
 - Functioning as the lead project manager to move forward key pieces of the campaign while soliciting input as needed from the Steering Committee on campaign strategies, tactics, and deliverables.
 - Facilitating weekly 30-minute strategy calls, including scheduling and planning agendas.
 - Creating and instituting systems, timelines, and resources needed to ensure strategic success pre and post-campaign launch.
 - Managing consistent outreach to campaign partners, key audiences, and messengers.
 - Coordinating the implementation of audience training modules.
 - Tracking the work and demonstrating that campaign goals are being met.

- **Partner Engagement:**
 - Building collaborative partnerships with movement stakeholders.
 - Facilitating a monthly 30-minute strategy call, including scheduling and planning agendas.
 - Leading on communications with partner organizations to provide key updates on campaign and launch strategies.

Desired competencies for consultant applicants:

The Abortion on Our Own Terms Campaign is looking for an individual or team with prior experience managing a national or statewide electoral or issue-advocacy campaign; project management experience with coalition-building, political strategy, culture shift, or movement-building strategies in the reproductive, racial, and gender justice, or public health spaces; a commitment to reproductive justice and a nuanced understanding of the barriers faced by pregnant people; experience maintaining meaningful working relationships with a diverse group of stakeholders; and a savvy understanding of the political and media environment surrounding the issue of abortion as a whole.

Some travel will be required if safe to do so.

COMPENSATION:

A monthly rate of \$10,500 – \$13,500 for 20-25 hours/month based on the consultant's prior experience with relevant work. Project-related travel and expenses will be reimbursed.

TO APPLY: Interested consultants should submit a proposal, a relevant work sample and two references who can speak to the consultant's past work at www.abortiononourownterms.org/workwithus Due to the pace of this search, consultants are encouraged to apply as soon as possible. Resumes will be reviewed starting on **Monday, January 10, and proceed on a rolling basis.**