



Position Specification

The Proportional Representation Hub

Director

Our Client

The Moment

Eighteen months ago, the nation's foremost pro-democracy organizations, political science researchers, data scientists, and campaign strategists began developing a plan for securing proportional representation (PR) in the United States. The plan calls for building from the local to the state to the U.S. House of Representatives. By 2040, the goal is to have at least 75 cities and 15 states, both red and blue, using PR, with at least four political parties holding power in state governments. This will set the stage for change at the federal level.

More immediately, the campaign will be working towards the following 2030 goals:

- At least 12 additional cities or counties will have adopted PR for city or county councils
- At least 4 states will have adopted PR for their state legislatures

Since the start of 2025, \$60 million has been committed to the PR Hub, a new project created by [Our American Future Foundation](#) to both coordinate and lead efforts to execute the proportional representation plan. PR Hub is seeking to raise an additional \$90 million over the next two years.

Background

The Director at PR Hub is responsible for:

- **Making strategic decisions:** Deciding when funding should flow to a state and local ballot initiative because it's likely to succeed; the relative importance of investing in different activities; and the framing and messaging to be used when communicating about PR.
- **Coordinating efforts:** This includes coordinating efforts internal and external to the project.
- **Raising and directing funds:** Identifying and meeting with potential funders; securing additional funds; and keeping funders informed of progress at the local and state levels.
- **Providing technical support to state and local campaigns:** Ensuring funds are being used effectively and efficiently, and providing a backbone of data and analytic support to ensure polling and focus groups are being used to shape messaging, outreach, and campaign strategy.

The Role

The PR Hub seeks a visionary entrepreneur and political strategist as the initiative's first Director, to lead one of the most ambitious democratic reform efforts in American history. This is not a traditional nonprofit role—it's a chance to build and scale a transformational movement from the ground up, requiring the strategic acumen of a seasoned campaign operative, the business instincts of a successful entrepreneur, and the political savvy to navigate complex multi-state campaigns across red and blue America.

The ideal leader will thrive in ambiguity, excel at turning a bold vision into executable strategy, and possess the rare combination of skills needed to coordinate millions in funding, dozens of simultaneous campaigns, and coalitions spanning the political spectrum. This role demands someone who can think like a startup founder while operating with the precision of a campaign strategist—building systems, processes, and teams capable of executing one of the most complex political initiatives of our generation.

This Director will be energized by the prospect of fundamentally reshaping American democracy, comfortable with the pressure of managing a \$300+ million initiative, and ready to take on entrenched political interests with creativity and strategic savvy. This opportunity represents a chance to lead historic change.

Required Qualifications

- 10+ years' experience managing multi-dimensional initiatives with measurable outcomes
- 10+ years of leadership experience in issue or political campaigns with a track record of shaping public opinion and increasing awareness
- Proven track record of fundraising from both individual donors and institutional philanthropy
- Experience working with left-of-center and right-of-center donors and groups
- Deep expertise in at least two of the following: state ballot initiative campaigns, local ballot initiative campaigns, state-level policy advocacy, coalition building, or electoral reform
- Familiarity with campaign finance regulations (c3/c4 compliance)

- Strong strategic thinking and ability to make complex decisions under pressure
- Excellent relationship-building skills across diverse stakeholder groups
- Experience managing distributed teams and coordinating multiple concurrent campaigns

Preferred Qualifications

- Previous success with ballot initiative campaigns, particularly constitutional or electoral reforms
- Knowledge of proportional representation systems and/or structural democracy reforms
- Experience working with diverse coalitions, including communities of color, faith groups, and labor organizations
- Background in political science, law, or public policy
- Experience with formal or informal grantmaking in a foundation or intermediary
- Data-driven approach to campaign strategy and decision-making

Candidate Profile

The successful candidate will be a mission-oriented and constantly evolving campaign professional with a track record of success leading multi-dimensional campaigns and building effective operations around them. An executive strategist, the Director will be primarily responsible for crafting and executing an overall strategy for the PR Hub as a newly founded organization, including growing its public profile as a leader in the electoral reform space. Alongside key partners, the Director will establish transparent decision-making processes and foster a common understanding, ensuring everyone is aligned and communicating effectively to accomplish short- and long-term goals.

Notably, this individual will have demonstrated success leading complex and ambitious strategic advocacy efforts in a political context with distinct, measurable outcomes. Specifically, this means having experience across the full campaign lifecycle of research, message development, coalition building, communications, and advocacy. With PR's roots at the state and local level, the Director will be overseeing a nationally distributed team and will be responsible for moving the needle on concurrent campaigns.

This leader will not only bring credibility across the political spectrum, but will have a strong understanding of the fundraising landscape. The Director will share a passion for the PR mission, showcased in their ability to communicate effectively with current and potential donors. Comfortable both in and out of the spotlight, this leader will be adept at navigating the behind the scenes operations of an organization and growing PR Hub's external funding base.

As a leader, this individual must have excellent management skills (of people, projects, and campaigns) and be a trusted team builder who sets high standards and holds staff, consultants, and partners accountable. Strategic instincts are a must, as are the judgment and experience necessary to design, execute, and/or identify effective operational strategies. This person must be able to create ambitious ideas and plans, while also being hands-on in the execution of the work. Thinking on one's feet is necessary, and experience working within complex, fast-paced organizations facing similar challenges will be important. The successful candidate is someone who gets energy from enabling others and from serving as a partner. They will provide strong problem-solving and creative skills, and a deep commitment to collaboration.

In terms of the performance and personal competencies required for the position, we would highlight the following:

Strategic Leadership

- Proven ability to identify and set campaign strategy and organizing priorities; outstanding ability to serve as a central decision-maker.
- Develops and executes strategy across five core areas: research/modeling, field building, local advocacy, state advocacy, and implementation, to accomplish the initiative's core goals.
- Makes critical resource allocation decisions for maximum impact.
- Manage research team to identify national and state-specific messaging most likely to resonate with diverse audiences.
- Ensure efforts to advance PR are coordinated with respect to strategy, tactics, and messaging.
- Leads planning and coordination for complex multi-state ballot initiative campaigns.

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- Comfortable with ambiguity and uncertainty; capacity to adapt nimbly and lead others through complex situations.

Fundraising & Resource Development

- Develops fundraising strategies, forecast, and budget resources that advance the overarching PR Hub strategic plan.
- Creates fundraising goals and plan, and monitor and report on progress and budgets.
- Serve as a spokesperson and develop compelling cases to galvanize and educate foundation and individual donors.
- Manages relationships with c3 and c4 funding partners.

Coalition Building & Partnerships

- Outstanding relationship builder who uses influence effectively in a variety of settings, both within the organization and with external constituencies, including government officials, allied organizations, and other relevant parties.
- Build and maintain relationships with organizations and campaigns across civil rights, faith, labor, and pro-democracy sectors.
- Coordinate with academic institutions, data scientists, and legal experts.
- Naturally connects and builds strong relationships with others, demonstrating strong emotional intelligence and an ability to communicate clearly and persuasively.

Leading Teams & Operations Management

- Creates a sense of purpose/meaning for the organization that generates followership beyond their own personality and engages others in the greater purpose for PR Hub as a whole.
- Has the ability to attract and recruit top talent, motivate the team, delegate effectively, celebrate diversity within the team, and manage performance.
- Manages the initiative's budget and grantmaking.
- Complies with donor reporting requirements.
- Ensures legal compliance.

Additional Information

The salary range for this position is \$275,000 - \$375,000 annually, plus bonus and benefits. The exact salary offered within this range will be determined by the candidate's relevant experience.

This role is remote and requires frequent travel.

Contact

Russell Reynolds has been exclusively retained by PR Hub to complete the search for the Director. The Russell Reynolds team includes Kenny Dougherty, Tory Clark, and Jamie Hechinger. Those interested in the position are encouraged to submit a resume and cover letter to the following email: PRHubDirector@RussellReynolds.com.