



MICHIGAN
Environmental
Council
Action Fund

MI Better Bottle Bill Deputy Field Director

About The Action Fund

The Michigan Environmental Council Action Fund is a nonpartisan 501(c)(4) organization that was formed in 2019 to bring about positive change in Michigan's environmental agenda through direct democracy. The Action Fund is part of the Michigan Environmental Council family of organizations, and we combine deep environmental policy expertise with broad alliances to move bold ideas to action.

About Our Campaign

The Action Fund intends to bring forward a proposal for the November 2026 general election to update Michigan's "Bottle Bill" – our successful, 50 year old container deposit law that has empowered Michiganders to build one of the world's most effective recycling programs. While Michiganders overwhelmingly support the Bottle Bill, they also strongly support modernizing the law to cover more containers and building a return system that is more convenient, efficient and clean to use. We've heard from consumers from across the state who are frustrated with our current law and we are leading a statewide coalition of individuals and organizations to deliver a Better Bottle Bill for Michigan.

You can learn more about our ideas for a Better Bottle Bill [here](#).

Position

This role is based in Michigan and will require some travel throughout the state. The position reports to the Field Director and will be responsible for assisting the Field Director in overseeing many aspects of the Bottle Bill campaign's field program, including an extensive petition gathering operation, volunteer recruitment and management, voter outreach and persuasion, grassroots fundraising, and quality control.

Duties & Responsibilities

Petition Gathering

- Assist the Field Director in developing and implementing a petition gathering strategy to place the Better Bottle Bill on the statewide ballot in '26.
- In coordination with the organizing team, train a large team of canvassers to engage in door-to-door and site-based canvassing.
- Closely monitor petition gathering metrics daily, weekly, and monthly, ensuring that the pace of signature collection is sufficient to place the Better Bottle Bill on the '26 ballot.
- Engage in continuous training and support for canvassers, ensuring they have the skills to successfully meet required metrics.

Volunteer Recruitment and Management

- In coordination with the Field team, identify and capitalize on opportunities to work with coalition partners and other allied groups to leverage their volunteer networks to collect petition signatures.
- In coordination with the Field Director, train organizing staff members on best practices for elevating volunteer engagement.

Grassroots Fundraising

- In coordination with the Field Director and Finance team, train canvassers and volunteers to make small dollar requests for donations while performing door-to-door and site-based canvassing.

Voter Outreach and Persuasion

- After signatures are gathered and submitted, retrain and re-orient canvassers and organizers to engage in direct voter contact and persuasion door-to-door, at events and on the phones.
- In coordination with the Field Director, develop persuasive messaging for scripts, field materials, and other field communications.

Data & QC Management

- Assist the Organizing team with their VAN needs including pulling lists, cutting turf, and identifying potential volunteers
- Track canvassing data and pull daily progress reports.
- Review canvassing data to ensure quality control with the assistance of the Field Director and Organizing team.

Qualifications

Minimum:

- 3+ years of experience in electoral, nonprofit or labor organizing with at least 1 cycle in a supervisory role.
- Experience and understanding of the strategies, tools, and tactics used to mobilize the public to support an issue advocacy or ballot campaign.
- Knowledgeable about the best practices and tools for petition gathering, volunteer recruitment, and voter mobilization.
- Experience tracking metrics, managing data, and meeting ambitious goals.
- Strong proficiency with VAN.

Preferred:

- Previous experience managing direct voter contact and/or signature collection programs for issue advocacy campaigns and ballot issues.
- Previous experience working on a campaign in Michigan and a strong understanding of the political landscape from Metro-Detroit to the Upper Peninsula.
- Understanding of basic campaign finance and compliance regulations.
- Strong understanding of using Data analytics to streamline processes and adjust strategies.
- Experience with the Quality Control process for reviewing petition signatures.

Other Position Notes

This position requires some travel throughout Michigan. The Environmental Council has offices in Lansing, Detroit and Marquette. Telecommuting or remote work is an option for many aspects of this role. This position requires regular work outside normal hours, including evenings and weekends. The Environmental Council has a mandatory COVID-19 vaccination policy, unless you qualify for a federal government-approved accommodation.

Compensation Package

The Environmental Council Action Fund offers an industry-leading compensation package. The Bottle Bill Deputy Field Director position includes a salary of \$68,000 plus performance bonuses; full medical, dental and vision benefits; organizational matching to a 403(b) retirement program.

Application Process

Please email a cover letter, a resume and three references to jobs@mibetterbottlebill.org. Include "Bottle Bill Deputy Field Director" in the subject line. Please direct questions about the job description to Bottle Bill Field Director, Amanda Lammon at amanda@mibetterbottlebill.org.