

Note: This is a job description that Lillian's List created for a campaign manager on a NC legislative campaign. Elements of it can be adapted for other types of campaigns. It is meant to be a guide for developing your own campaign manager job description and therefore may contain more job duties than are relevant on your campaign.

### **Campaign Manager Job Description**

The Campaign Manager on this legislative race is expected to serve from the time of hiring until after election day. All applicants should be committed to the progressive values of the campaign. The manager's primary responsibility is to develop modern campaign systems to allow the campaign to thrive. Job duties are listed below.

#### **Duties will include but not be limited to:**

- The campaign manager works closely with the candidate to run a strong, modern campaign.
- The campaign manager is a surrogate for the campaign and the candidate and must be able to act accordingly.
- Creation, oversight, and management of a campaign plan.
- Creation and oversight of a finance plan and budget to facilitate the raising of our \$300,000 budget. This plan will include call time, events, online donations, direct mail, and any other avenue in which to raise money. The manager will track the fundraising in NGP, ActBlue, or another database.
- Creation and oversight of a communications plan including paid and earned media, social media, broadcast emails, printed materials, etc.
- Creation and oversight of a field plan to reach the voters needed to win the district. This includes organizing canvasses and phonebanks and recruiting and training volunteers as well as using Votebuilder.
- The campaign manager will manage relationships with all the treasurer, compliance firm, vendors, consultants, and outside stakeholders.
- The campaign manager will oversee all staff, interns, and volunteers.
- The campaign manager will help close down or transition the campaign after election day.

#### **Required Qualifications**

- Previous campaign experience or relevant training from a reputable North Carolina training program.
- Excellent written and verbal communication skills.
- Highly organized and attention to detail.
- Access to reliable transportation, computer, and cell phone.
- Experience working with volunteers.
- Experience using a database such as NGP or Votebuilder.
- Must live or be willing to relocate to near or in the district.
- Experience working in fast-paced, often hectic environments

This job will include weekend, holiday, and evening work. Applicants must expect to work more than 40 hours per week. The pay range is \$3500-4500 per month and is commensurate with experience.

Lillian's List