



Tips for Hiring a Campaign Manager

We have tried to compile a few tips for hiring a campaign manager; however, this is tricky because of the particular relationship between a State House or Senate candidate and her campaign manager. Additionally, many applicants will be first time managers so their resumes might not reveal as much about them as it would for a different job. Managers and candidates spend a lot of time together during the campaign. The relationship between a candidate and her manager ends up being some combination of employee, friend, and coach. We have heard some candidates joke that they feel “married” to their manager. It is because of this close and unique relationship that we recommend you trust your instincts about the final hire.

Before you set up interviews:

1. Think about what type of employee you would prefer. Do you feel you need someone already familiar with your area? Some candidates may prefer a man or a woman. We encourage you to have an open mind but setting some basics ahead of time might help.
2. What is your management style or how do you envision your relationship with your campaign manager will be most successful?
3. Sketch out a typical day in your life so the potential campaign manager can get a sense of any scheduling obstacles you may have and how to overcome them.
4. Figure out some job specifics i.e. pay, time commitment (both yours and theirs), start date, maybe look into supporter housing. It doesn't hurt to have a complete job description.
5. Be prepared to outline your candidacy and your vision of your campaign for each of your applicants.
6. What are your strengths and weaknesses? For example, if you feel uncomfortable raising money but good at knocking doors you may need a manager with strong fundraising skills.

Interview process:

1. Please plan on having at least 2-3 interviews with your top applicants.
 - a. We recommend one or two more traditional interviews where you ask about qualifications and their plans for your campaign.
 - b. We also recommend a causal “interview” with your top applicants where you get to know them better. Many candidates invite their final applicants over to dinner at their home.
 - c. You may want to bring another person to the interviews (kitchen cabinet member, spouse, top volunteer) to get their perspective on the applicants.
2. You could ask them to research friendly organizations in your district with which to build relationships, or a schedule of district events you should attend.

3. You should ask them to submit a writing sample since your manager will be writing most of the campaign materials
4. Sample questions to ask about background and work style:
 - a. How did you start working in campaigns?
 - b. Why do you feel you want to manage a State House/Senate campaign?
 - c. Do you already have relationships within the district, and if not, what is your plan to meet people and learn more about the community?
 - d. Besides winning, what else do you think would make this campaign a success?
 - e. What environment do you work best in?
 - f. What is your management style?
 - g. What are your strengths and weaknesses in the campaign realm?
 - h. What are your hobbies/interests?
5. Practical questions about managing a campaign
 - a. How would you organize call time?
 - b. How would you approach writing your field plan?
 - c. Have you ever managed a budget before?
 - d. Have you ever done social media for someone other than yourself?
 - e. Describe an instance where you had to think on your feet during a stressful situation?

We encourage you to be patient throughout this process. It is more important to find the right candidate than it is to find one immediately. For this unique job, personality fit may need to outweigh qualifications.