



**NATIONAL FIELD DIRECTOR  
ELECTORAL, ISSUE & MOBILIZATION HUB  
WASHINGTON, D.C. [HEADQUARTERS]**

**OVERVIEW OF RESPONSIBILITIES:**

The National Field Director is responsible for the development and management of assigned field campaigns and year round field activities. The AFL-CIO implements campaigns at all levels with state and local federation bodies, affiliated unions and allied organizations. The National Field Director works closely Campaign Manager, coordinates with other AFL-CIO Hubs and Divisions, and integrates state and local campaign work with national priorities.

The National Field Director is a management position that works under the supervision of the Deputy and Director of the Mobilization Hub. The National Field Director directs national AFL-CIO field staff, and in major priority campaigns, affiliate release staff as well.

**DESCRIPTION OF DUTIES:**

- Work with the Campaign Manager to determine campaign field strategy and goals for specific campaigns;
- Ensuring that national affiliates are part of the strategic planning at both the national and state level for AFL-CIO campaigns;
- Develop union member and general public plans for electoral, legislative, and corporate campaigns;
- Conceptualize and construct plans for field operations including field budgets, work plans and overall timelines;
- Maintain regular communications with national affiliates on progress-to-goals and ensure there is an in-state to national feedback loop of timely information, which could shape strategy;
- Manage overall field operations, tracking performance to goals, for multiple Federation campaigns;
- Establish accountability systems in the field to ensure that campaign goals are met, including the implementation of post-campaign debriefs and assessments;
- Develop and implement strategies to streamline resources to support field campaign activity and to avoid duplicative campaign work;
- Work with hub managers and field staff to assess and develop state federation and labor council capacity to implement effective campaigns as needed;
- Manage, develop and train national AFL-CIO field staff and provide opportunities for affiliate, state and local federation staff and member development;
- Keep the senior staff fully informed on a regular basis regarding issues that affect departmental or Federation objectives;

- Prepare and submit regular and ad hoc reports as requested;
- Other duties as assigned.

#### QUALIFICATIONS:

- Bachelor's degree preferred with a minimum of 6 years of campaign experience coordinating all aspects of a campaign including demonstrated success as a field director; or at least 9-10 years of prior experience coordinating all aspects of issue, organizing or political campaigns including demonstrated success as a campaign manager;
- Extensive knowledge of and experience working with voter files, modeling and targeting, and the Voter Action Network (VAN);
- Extensive experience drafting field plans including budgets;
- Extensive experience managing large staff and diverse staff teams;
- Demonstrated ability to build and motivate teams and work effectively in a team environment in both a management and support role;
- Extensive knowledge of and experience with both national, state and local structures of the labor movement;
- Excellent listening, interpersonal, communication and problem solving skills;
- Demonstrated ability to resolve conflicts while maintaining important and effective relationships;
- Strong working knowledge of federal, state and municipal legislative processes;
- Demonstrated ability to work effectively in politically sensitive and high-pressure environments;
- Demonstrated ability to exercise excellent political judgment and discretion;
- Ability to work independently within context of a plan;
- Effective time management skills, including prioritizing and managing multiple tasks, and demonstrated experience in developing campaign and personal work plans and goals;
- Excellent written and verbal communication skills;
- Ability to travel on a regular basis as needed, and for extended periods of time;
- Computer proficiency is required: email, internet, database/spreadsheet, word processing, and web conferencing.

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