

AFL-CIO

AMERICA'S UNIONS

CAMPAIGN DIRECTOR
POLITICAL/ELECTORAL & ISSUE MOBILIZATION
HARRISBURG, PENNSYLVANIA
****TEMPORARY NOT TO EXCEED SIX (6) MONTHS***

OVERVIEW OF RESPONSIBILITIES:

The Campaign Director is responsible for carrying-out the National AFL-CIO electoral program in Pennsylvania for the Labor 2018 cycle. This includes working with the Pennsylvania AFL-CIO, their affiliates, CLC's, Area Labor Federations (ALF), Community and other allies in the state of Pennsylvania to design and implement the member mobilization/member communication program, community and ally outreach, data and other areas of the campaign program in the state in collaboration with the State Director. The Campaign Director will work with the State Director and the Pennsylvania AFL-CIO state team to build & implement program components for Labor 2018.

DESCRIPTION OF DUTIES:

- Responsible for moving the priorities of the National AFL-CIO in coordination with the Pennsylvania AFL-CIO for Labor 2018.
- Collaborating with the Pennsylvania State Director to work with the state federation, local central bodies, affiliated unions, and appropriate community and other allies to integrate labor walks, work site program, mail, phone, membership, digital and earned/paid media mobilization program.
- Review and adjust campaign plans, working with the state federation, local labor councils and affiliated unions to ensure all aspects of Labor 2018 campaign metrics are met.
- Design, assist, train and provide technical assistance (LAN support) in the implementation of nonpartisan and partisan campaign components in Pennsylvania.
- Build structures for successful and sustainable mobilization that strengthens the state federation, ALF's, and CLC program in their electoral efforts.
- Function as a lead in campaigns when assigned.
- Provide effective support and leadership to state and local labor leaders.
- Perform other duties and political campaign work as assigned.

REPORTING:

- Keeps Regional Field Director fully informed on a regular basis on issues affecting departmental programs.
- Works in coordination with the Pennsylvania AFL-CIO.
- Prepares and submits regular and ad hoc reports on departmental activities as required.

QUALIFICATIONS AND SKILLS:

- Bachelor's Degree in Political Science, Labor Studies or other related field.
- 5-7 years of labor/political experience including a minimum of three years of demonstrated experience in developing, implementing and driving political/issue programs.
- Demonstrated effectiveness in writing and implementing strategic political campaign plans in coordination with leaders that incorporates roles and responsibilities of state and local federations.
- Ability to manage political campaigns both large and small.
- Ability to work independently within the context of a plan.
- Ability to lead and motivate others within charged political environments
- Demonstrated ability to build teams and work effectively in a team environment in both a lead and a support role.
- Demonstrated ability to work effectively in politically sensitive and high-pressure environments.
- Demonstrated ability to resolve conflicts while maintaining important and effective relationships.
- Knowledge of and experience with both national and local structures of the labor movement preferred.
- Familiarity with community based organizations, their roles and limits in campaigns.
- Familiarity with Communications Strategies in campaigns.
- Excellent listening, interpersonal, communication and problem solving skills.
- Excellent written and verbal communication skills.
- Effective time management skills, including prioritizing and managing multiple tasks, and demonstrated experience in developing campaign and personal work plans and goals.
- Computer proficiency is required; database/spreadsheet, email, internet, word processing, social networking skills and the Labor Action Network (LAN).
- Valid driver's license is required.
- Ability to travel on a regular basis as needed.
- Ability to work long hours and weekends as required.

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