



NATIONAL CAMPAIGN MANAGER POLITICAL, ELECTORAL & ISSUES MOBILIZATION WASHINGTON, DC [HEADQUARTERS]

The National Campaign Manager is a management position that works under the supervision of the Assistant Field Director.

The National Campaign Manager is responsible for the development and management of assigned issue campaigns, and will work with the Assistant Field Director to manage staff in the Campaigns Division, including development of individual skills, trainings on the latest campaign techniques, and setting clear metrics and accountability measures with the staff.

Campaigns are implemented at all levels—federal, state, and local—depending on the goal(s) of the campaign. The National Campaign Manager will coordinate with unions and non-union allies as well as in collaboration with respective AFL-CIO departments to oversee additional staff and resources assigned to campaigns.

Overview of Responsibilities:

- Work with the Assistant Field Director, National Field Director and other AFL-CIO leadership (where necessary) to determine campaign and program goals;
- Assist in the development and implementation of strategic issue, legislative, and electoral campaigns that support the AFL-CIO's overall objectives;
- Work with the Assistant Field Director and assigned staff to conceptualize and construct campaign plans including the drafting of the campaign budget, work plan and overall timeline;
- Work with the National Field Director, Assistant Field Director and Regional Field Directors to ensure field goals for each campaign are met;
- Identify resource needs for campaigns and work within the AFL-CIO or with other organizations to fill those needs;
- Manage day-to-day campaign operations while coordinating the integration and assignment of AFL-CIO resources for simultaneous campaigns;
- Work with assigned staff to develop year-round work plans and regular reporting mechanisms;
- Review with the Mobilization Hub and AFL-CIO staff on all aspects of each campaign plan, and provide the necessary strategic context to staff implementing each campaign;
- Work with the Assistant Field Director to establish accountability systems to ensure campaign goals are met, including the implementation of post-campaign debriefs and assessments;
- Develop and implement strategies to streamline resources to support campaign activity and to avoid duplicative campaign work;
- Help lead an integrated campaign planning process with Communications, Economic Power and Growth, Advocacy, and other departments as needed to ensure goals for each campaign are met;

- Coordinate with respective AFL-CIO staff to develop strategic alliances with labor and non-labor partners in support of campaign objectives;
- Prepare and submit regular and ad hoc reports as requested;
- Other duties as assigned.

Qualifications and Competencies:

- Bachelor's degree preferred with a minimum of 6 years of campaign experience coordinating all aspects of issue, organizing, or political campaigns;
- Extensive knowledge of and experience with national, state, and local structures of the labor movement;
- Strong working knowledge of federal and state legislative processes;
- Extensive experience drafting campaign plans, including budgets;
- Experience working with communications, polling, and research staff and consultants to develop internal and external messaging and earned media strategies;
- Knowledge of and experience with voter identification, microtargeting models, data usage and management;
- Working knowledge of laws and regulations relating to campaign finance and campaign operations;
- Extensive experience managing large, diverse staff teams;
- Demonstrated ability to resolve conflicts while maintaining important and effective relationships;
- Demonstrated ability to work effectively in politically sensitive and high-pressure environments;
- Demonstrated ability to exercise excellent political judgment and discretion;
- Demonstrated experience in developing campaign and personal work plans and goals;
- Effective time management skills, including prioritizing and managing multiple tasks;
- Demonstrated ability to build and motivate teams and work effectively in a team environment in both a lead and support role;
- Demonstrated ability to work independently within the context of a plan;
- Excellent listening, interpersonal, and problem-solving skills;
- Excellent communication skills (both written and oral) and ability to facilitate meetings with diverse participation;
- Extensive knowledge of and experience using digital technology (email, SMS/mobile, social networks, online ads) and tools (VAN/LAN/VoteBuilder, Catalist, NCEC, predictive dialers, eIVR) for campaigns;
- Computer proficiency is required including advanced level proficiency in Microsoft Excel, Word, and PowerPoint;
- Ability to work long hours and weekends as required;
- Ability to travel on a regular basis as needed, and for extended periods of time.

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