



## **NATIONAL CAMPAIGN COORDINATOR (2 POSITIONS) POLITICAL, ELECTORAL AND ISSUES MOBILIZATION WASHINGTON, D.C.**

The National Campaign Coordinator is responsible for assisting in the development and implementation of assigned campaigns. Campaigns are implemented at the national, state and local labor council level in collaboration with affiliated unions and allied organizations. The National Campaign Coordinator coordinates with other AFL-CIO departments and affiliates to implement political, legislative, issues, organizing and bargaining campaigns.

This is a temporary position not to exceed November 30, 2020.

### **DESCRIPTION OF DUTIES:**

- Work with the Assistant Director to Field Mobilization and respective Federation staff across several departments to conceptualize and construct comprehensive campaign plans including, but not limited to, drafting of the campaign objectives, budget, work plan and overall timeline;
- Help lead an integrated campaign planning and implementation process coordinating multi-department resources in support of campaign objectives;
- Work with the Assistant Director to Field Mobilization and Regional Field Directors to ensure field goals for each campaign are met;
- Work with Communications and Advocacy and other departments as needed to ensure that all other goals for each campaign are met;
- Review with appropriate Political/Electoral and Issue Mobilization hub and Federation staff all aspects of each campaign plan, and provide the necessary strategic context to staff implementing each campaign;
- Regularly report on progress of the campaign, and lead the charge for overcoming obstacles to ensure goals and objectives are met;
- Write and/or work with appropriate departments to prepare campaign materials;
- Coordinate with the appropriate Federation staff on the development of strategic alliances with labor and non-labor partners in support of campaign objectives;
- Develop post-campaign debriefs and assessments;
- Coordinate AFL-CIO participation in Washington, DC mobilizations;
- Keep the Assistant Director to Field Mobilization fully informed on a regular basis regarding issues that affect departmental or Federation objectives;
- Prepare and submit regular and ad hoc reports as requested;
- Function as a lead for assigned national and local campaigns and with the Unity Table;
- Other duties as assigned.

## QUALIFICATIONS:

- Bachelor's degree in political science or related field;
- A minimum of seven years of campaign experience coordinating all aspects of a campaign including demonstrated success as a campaign manager;
- Extensive knowledge of and experience with national, state, and local structures of the labor movement;
- Strong working knowledge of federal and state legislative processes;
- Demonstrated ability to write and implement all elements of campaign plans;
- A track record of being detail-oriented with good organizational skills and follow-through, including the quantitative tracking of campaign metrics and progress to goals;
- Experience managing a campaign on behalf of a labor union;
- Experience managing or leading staff and diverse staff teams;
- Demonstrated ability to build and motivate teams and work effectively in a team environment in both a lead and support role;
- Significant skills in coordinating and facilitating decision-making for large, diverse coalitions;
- Proven ability to plan and to problem-solve in a manner that shows both strategic and tactical thinking;
- Knowledge of and experience with voter identification, microtargeting models, data usage and management;
- 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;
- Experience working with communications, polling, and research staff and consultants to develop internal and external messaging and earned media strategies;
- Working knowledge of laws and regulations relating to campaign finance and campaign operations;
- 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;
- Effective time management skills, including prioritizing and managing multiple tasks;
- Highly motivated with a history of taking initiative;
- Demonstrated experience in developing campaign and personal work plans and goals;
- 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;
- 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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