

AMPLIFIED PUBLIC STRATEGIES, LLC

JOB DESCRIPTION

JOB TITLE: ORGANIZING DIRECTOR **JOB CODE:** JM0205
ACCOUNT: JM CAMPAIGN **SALARY RANGE:** \$3,900.00 + PER MONTH
SUPERVISOR: DEPUTYCAMPAIGN MANAGER **FLSA:** EXEMPT / FULL-TIME / CONTRACT

Position Summary

Democratic gubernatorial campaign in Tennessee is seeking an Organizing Director who will be responsible for developing and executing a strong field strategy and achieving campaign goals. The ideal applicant will bring strong attention to detail, sharp analytical skills, an out of the box approach, while also having a positive attitude.

Reports To: Deputy Campaign Manager

Duties and Responsibilities:

- Developed and execute the field strategy, including but not limited to, pathway to victory, voter contact universes, reporting systems, and budget and spending recommendations across field activity, events, direct mail, poll plan, and volunteers.
- Directly manage and hold accountable three (3) Regional Field Directors, Volunteer & Phone Banking Coordinator, Sign Placement Coordinator, and Canvass Coordinator.
- Recruit, train, and manage volunteers, staff, and interns across the state as it relates to field work.
- Run an extensive mail program, supervise the creative design of all mail pieces, and created the mail universes for all 8 flights of mail sent across 3 uniquely different grand divisions.
- Manage the production timeline and liaised between the creative team and mail house.
- Oversee intern and volunteer recruitment efforts.
- Manage volunteer communications / posting through e-mail universe on a consistent basis.
- Manage and support all GOTV efforts alongside a coalition of 501(c)(3) and 501(c)(4) organizations, working to elect like candidates.
- Provide strategic planning assistance and coordinate all GOTV voter contact activities for the coalition leading 500,000+ phone calls, 10 million+ texts, and 1 million+ canvass attempts.
- Developed an equitable, inclusive, and diverse Field plan, Canvass effort initiative and Get-Out-The-Vote strategy that focuses on engaging, mobilizing, and turning out Rural Tennesseans, Urban Tennesseans, working class, newly registered, with a positive reinforced focus on minority communities both Black-Americans, Hispanic-A, Caribbean-A, Cuban-A, LGBTQ-A, Muslim-A, and Jewish-A. Devised, introduced, and implemented distributed, digital, and relational organizing strategies + tactics across all organizations.
- Ensured that we had complete coverage of our persuasion, mobilization, and vote-by-mail universes.
- Negotiate, advocate, and manage the field budget covering: direct mail, supplies, event expenditures, literature, and merchandise.
- Assist in running a statewide voter registration program
- This role will evolve throughout the campaign and the person hired must be able to multi-task and be flexible.
- Assist in other duties as assigned

Minimum Qualifications

Prior campaign field organizing, volunteer organizing, and strategy planning experience preferred

Excellent time-management, supervisory, verbal, and written communications skills

Strong organizational, and analytical skills

Proficient with Microsoft Word and Excel, VoteBuilder, and NGP

Must be able to thrive in a fast-paced environment

Must have a commitment to progressive values

SPECIAL REQUIREMENTS:

- Must pass PCI Background Investigation (Local and National).
- Position will require travel.



TH 07/18/2021