



Sister District
Head of Campaigns
Job Description

The Head of Campaigns helps to lead and implement Sister District's electoral programs. Key responsibilities include managing the Campaign Services program, managing candidate-facing and administrative aspects of fundraising and field programs, managing the bi-annual [Future Winners program](#). This position reports to the Organizing and Political Director (OPD).

1. Campaign Services - 65%

- With oversight from the OPD, develop a comprehensive work plan for and manage the [Campaign Services program](#) to provide resources to candidates and their staff on the following:
 - Building a professional campaign team
 - Developing budgets and campaign plans (including field and GOTV)
 - Establishing high-quality campaign structures for field, grassroots organizing, communications, digital, and fundraising.
- Together with the OPD and Field Manager, serve as the main point of contact between Sister District and endorsed campaigns. This includes short check-in calls with campaigns every other week.
- Provide programmatic general advice, strategy, and support to endorsed candidates and campaign staff. This includes:
 - Maintaining the [Campaign Toolbox](#).
 - Implementing workshops available to all candidates/staff, such as candidate power hours to support call time, boot camps, and workshops.
 - Serve as Editor of the Candidate Services Newsletter
- Provide individualized advice, strategy, and ongoing coaching to endorsed candidates and campaign staff. This includes:
 - Working with campaigns to evaluate the campaign's strategy and plans.
 - Helping candidates and campaign staff understand the key aspects of running a winning campaign.
 - Providing relevant resources and connections as needed.

2. Field & Fundraising and Endorsement Process- 15%

- Oversee Field Manager in their implementation of candidate-facing and administrative aspects of Sister District's volunteer-powered fundraising and field programs, including phonebanking, canvassing, postcarding, and textbanking.
- Support the OPD in the candidate endorsement process.

3. Future Winners - 5%



- With oversight from the OPD, manage program to provide advanced training to exceptional candidates who lost by narrow margins but who should run again.
- Manage key partnerships for this program, e.g., DLCC, EMILY's List, and Run For Something.
- This program runs in odd years only.

4. Strategy & Evaluation - 5%

- Support the OPD in setting and meeting aligned goals across the Political and Organizing Departments.
- Support the OPD in execution of mid-cycle and end-cycle evaluations to solicit feedback from candidates/campaign staff.
- Support the OPD in production of reports and data about Sister District electoral impact and outcomes.
- Support the OPD in monitoring and evaluating programs over time.
- Support the OPD in maintaining Political Department trackers.
- Oversee the Field Manager in maintaining Political Department trackers.
- Help to identify solutions for improving efficiency and standardized processes within the Political Department.

5. Management - 5%

- Manage the Field Manager, who supports the Political Department and Sister District's electoral program.
- With oversight from the OPD, support the development and maintenance of departments' policies and procedures.
- Help to ensure adherence to mission, vision, and values.

6. Ecosystem Intelligence - 4%

- Build relationships with ecosystem partners.
- Help to maintain accurate and up-to-date intelligence and information on trends and key developments in state legislatures and grassroots organizing.
- Help to serve as an internal expert and resource to Sister District's leadership team and throughout the organization.
- As needed, represent Sister District in key tables and coalitions.

7. Miscellaneous - 1%

- As needed, support monthly meetings for leaders during the election cycle to provide political updates and organizing training.
- As needed, speak as a special guest at internal or external events.
- Provide other support as needed.



SKILLSET

Must Haves:

- 5+ years of work experience, including:
 - At least 3 cycles of electoral experience and at least 2 cycles as a campaign manager
 - Organizing and political experience, such as: leading organization engagement in political activity, electoral organizing, volunteer management and training, and collaborating with other organizations to effect political change
 - Experience hiring and managing staff and vendors
- Excellent critical thinking and problem solving skills, especially in light of new or ambiguous situations.
- Excellent verbal, written, and interpersonal communication, as well as exceptional customer service skills.
- Demonstrated ability to successfully prioritize and manage multiple projects in a fast-paced environment and across multiple departments.
- Proactive and entrepreneurial self-starter who is able to anticipate and address problems before they arise, and suggest process improvements.
- Demonstrated ability to work independently in a remote setting.
- Extremely organized and detail-oriented, and as comfortable with big picture strategic thinking, as well as goal-setting, data tracking, reporting, and analysis.
- Fluency with basic campaign tools and technology, including VAN.
- Proficiency with Google Suite.
- Multicultural competence; i.e., the awareness, knowledge and skills needed to work with others who are culturally different from self in meaningful, relevant and productive ways.
- Commitment to strengthening our democracy by building power in state legislatures

Bonus Points for:

- Experience with state legislative politics
- Political consulting or campaign/candidate services experience
- Experience training candidates and/or campaign staff
- Experience with Hustle, ThruText, or other texting platforms
- Existing relationships with progressive political organizations and technology vendors

Start Date

We are looking to fill this position immediately.

Position and Pay

This is a full-time, remote position that can be fulfilled from anywhere in the United States. Pay will commensurate with experience, in the range of \$85,000 - \$105,000 per year.

Generous Benefits Package Includes:

- Individual Health Reimbursement Account ("ICHRA")



- 401k plan
- Cell Phone/Internet Reimbursement up to \$100 per month
- Home Office Reimbursement
- Professional Development Reimbursement
- Generous Family Leave
- Opportunity for Spot and End of Year Bonuses
- Flexible PTO
- 12 Organization-wide holidays plus the week of Thanksgiving and the week between Christmas and New Years Day.

The Organization

Since launching in the wake of the 2016 elections, Sister District has grown to nearly 70,000 volunteers across the country. We have endorsed candidates in 167 races across 18 states, 107 of whom won and have gone on to fight for progressive issues in their state legislatures. We have raised more than \$5.3 million in small-dollar donations directly for our candidates and State bridges organizations. Our organizing efforts have reached out to more than 4.1 million voters through phones, texts, postcards, and door knocks. We also partner deeply with our campaigns to provide professional training, advice, and guidance to help candidates and staff build winning campaigns.

Sister District not only helps to win urgent elections each year, but also builds Democratic infrastructure for the long term. We do this by training newly elected legislators and former candidates, conducting academic-quality civic research, supporting community-based organizations, and more.

We are open to volunteers and candidates of all genders, and we are proud to be an organization founded and led by women, including women of color.

UPDATED 1/10/23