

Democracy North Carolina

1821 Green Street, Durham, NC 27705

Campaign Director Job Description

Organization Overview

Democracy North Carolina combines research, organizing, public education, and advocacy to increase voter participation and government accountability in North Carolina. We seek a government that is truly “of, by and for” the people. Rather than focus on a single issue, we focus on issues related to the political process itself. We believe that developing a vibrant, multi-racial civic culture will expand the participation and leadership of underrepresented voters in the political process-- and in turn lead to policies “instituted solely for the good of the whole,” as promised by the North Carolina Constitution.

Position Overview

The Campaign Director is the primary strategist for Democracy NC’s organizing, state-level coalition building, and movement building work. The position works closely with research/policy and organizing staff to develop nonpartisan issue and voter engagement campaigns that have winnable, measurable goals, give people a sense of their own power, and advance the organization’s overall organizing, leadership development, and advocacy goals. The Campaign Director also develops relationships with and mobilizes partner organizations, allies, civic leaders and other key constituencies to advance organizational goals.

In addition to strategic and relational work, the Campaign Director is also the primary project manager for Democracy NC’s issue campaigns and a key collaborator in the execution of voter engagement campaigns. The role requires investment both in Democracy NC’s organizing model, which seeks to build long-term independent political power for underrepresented voters, and its advocacy model, which seeks to leverage that power to advance structural reform. Some statewide travel is required.

The Campaign Director reports to the Executive Director.

Responsibilities:

Campaign Management

- Serve as the project manager for campaigns that seek to realize specific policy outcomes and/or achieve specific voter participation goals.
- Analyze and use data, primarily from the Voter Activation Network, to plan, implement, and evaluate issue advocacy campaigns.
- Develop and implement field tactics and both direct and grassroots lobbying strategies, in collaboration with Field and Research & Policy Directors.
- Consult with the Communications Director on the development and implementation of media and digital strategies.
- Consult with the Training Director on the development and implementation of trainings to achieve campaign goals.

State-Level Coalition Building

- Build strategic partnerships and coordinate coalition building efforts with institutions and statewide organizations interested in pro-democracy issues, voter engagement, or using the political process to build long-term power.

- Maintain Democracy NC's presence in state and national democracy reform efforts in collaboration with other staff, and seek opportunities to learn about models and tools for advocacy and organizing work.
- Develop partnerships with community-based organizations and other advocates in response to local and/or regional opportunities on a case-by-case basis, especially where Democracy NC does not have a physical presence.

Additional Responsibilities

- Participate in Resource Team, the internal team that develops public education materials.
- Represent the organization at public events, meetings, and in media appearances.
- Supervise other staff, contractors and interns as needed on individual projects.
- Other duties as assigned.

Experience and Qualifications

- Minimum of 5 years developing and overseeing implementation of issue-based, political and/or voter engagement campaigns, with at least 2 years of that experience dedicated to issue-based and/or political campaigns.
- Proven track record of developing and leading successful coalitions.
- Experience directing complex campaigns and directing or working collaboratively with colleagues across program areas.
- Experience managing campaigns, from the micro level of developing lists, scripts, and targets, and implementing specific tactics; to the macro level of campaign design and evaluating outcomes.
- Deep experience navigating, utilizing and analyzing information from the Voter Activation Network and other data sources.
- Knowledge about the voting and elections process, and strong understanding of democracy reform issues like money in politics reform, redistricting reform, and voting access; or the ability and willingness to quickly come up to speed on these issues.
- Experience and commitment to building accountable relationships across lines of race, ethnicity, class, gender identity, and sexual orientation.

Skills and Attributes

- Capacity to develop and implement small and large organizing campaigns that connect to an overall strategic plan, that have clear components with measurable goals, and that use flexible tactics but remain oriented to advance that strategic plan.
- Skill set for using data for strategy, planning, and evaluation.
- Strong written and oral communication skills.
- Passion for and deep commitment to participatory democracy and racial, social, and economic justice.
- Comfort working both independently and collaboratively in a fast-paced environment.
- Sense of humor and ability to have fun; patience with imperfection.

Candidate must have adequate transportation and flexibility for regular travel within the state.

Application information is due by Friday, June 15, 2018.

Send cover letter, resume and three references to jobs@democracy-nc.org. Enter **Campaign Director** and your **Name** in the subject line. **No phone calls please.**

Democracy North Carolina is an equal opportunity employer committed to equity in the workplace. Our organization considers applicants equally of race, color, creed, religion, sex, national origin, disability, marital status, age, gender, gender identity, disability, sexual orientation, or prior record of arrest or conviction. We seek a workplace that reflects and respects the full range of the nation and state's diversity.