



MN DFL SENATE CAUCUS CAMPAIGN DIRECTOR JOB DESCRIPTION

OVERVIEW

The Campaign Director will oversee the day-to-day operations of the MN DFL Senate Caucus during the 2022 cycle. The work will include but not limited to strategic campaign planning, hiring, and managing staff, communications, executing program, and fundraising. The Campaign Director will work directly with senior leadership, caucus campaign leadership, the Chief of Staff for Leader, and the Leader.

The candidate needs sound judgment, political savvy, fundraising ability, and a work ethic of the highest degree. Prefer understanding of MN politics, elected officials, and major local political issues. The Campaign Director must work to protect and enhance the reputation of Senate Democrats.

The Campaign Director will share the following commitment and values:

- Ensure strong programming to win a majority in MN Senate.
- The ability to put together a strong plan.
- Hiring, training, and leading an experienced strong and diverse team
- Strong evaluation process to measure outcomes
- Transparent systems of communication
- Help ensure the Caucus has a strong, respectful, and cohesive team culture.
- A positive, kind, empowering and no-drama approach to their work.

RESPONSIBILITIES

Primary responsibilities include:

- Staff Management
- Recruit, Train and Develop Candidates
- Build and Execute Organizing Plan
- Create Communications and Outreach Program
- Lead Fundraising Program
- Develop Strong Working Relationships with Partners and Allies
- Financial Stewardship

Staff Management

- Hire and manage core staff to ensure that the day-to-day operations are tracked for the achievement of producing results without micro-managing.
- Ensure there is an ongoing training program for staff that meets the needs of program.
- Must be able to evaluate employee effectiveness and restructure jobs, as necessary.

Recruit and Develop Candidates

- Recruiting highly qualified candidates who fit the district they are running in and are motivated and understand what it takes to win.
- Build ongoing training program that ensures candidates are prepared for campaign cycle.
- Ensure that candidates have assistance they need to run a strong campaign.

Build and Execute Organizing Plan

- Develop an effective Field and Candidate support structure for candidates.
- Create on-going training program for caucus members and candidates.
- Ensure that caucus members and candidates are efficiently building media, mail, digital programs.

Create Communications and Outreach Program

- Develop communications plan for the Senate Caucus.
- Run a pro-active communications program that leads critical communications with local activists, donors, stakeholders, partners, consultants, allied organizations, and key constituencies.
- Must pro-actively seek out and utilize new media and innovative campaign communication tools.
- Create strong working relationships with partners and ally organizations across the state.

Financial Stewardship

- Build and execute strong fundraising plan with an emphasis on relationships.
- Manage cash flow prioritizing Caucus goals.
- The Campaign Director is the budget manager of MN Senate DFL Caucus and will work with compliance contractor to make sure all campaign finance reports, tax returns, and other required reports are filed accurately and on time.

QUALIFICATIONS

- The Campaign Director will have at least three cycles of campaign experience.
- Qualified applicants need to demonstrate skills in managing multiple staff and consultant teams, motivating people, and developing and implementing strategic plans.
- Experience leading a board of directors, or committee, or other decision-making entity is a must.
- Strategic planning needs to include mission, campaign benchmarks, and clear objectives in the areas of field work, fundraising, and working with support team.
- Superior project management skills are a must to make sure that campaign strategies and tactics adapt and change with the dynamics throughout the election cycle.

MN DFL State Senate Caucus is an equal opportunity employer and committed to providing employees with a work environment free from discrimination and harassment. The DFL Senate Caucus is committed to including groups historically underrepresented due to race/ethnicity, religion, age, gender identity, sexual orientation, veteran status and/or ability. We strongly encourage members of underrepresented and marginalized communities to apply.