

CAMPAIGN TEAMS ROLES OVERVIEW

Version 1.0



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These are some common roles on a campaign. Not every campaign will have every one of these positions. Your campaign will be unique and the staff and volunteer positions will depend on your specific strategy for winning (and your budget).

Campaign Manager

A strong campaign manager is an effective delegator and project manager. The Campaign Manager is tasked with leading many endeavors within a political campaign. These can include:

- Devising a campaign strategy
- Creating a campaign budget
- Keeping expenditures within the set budget
- Building and maintaining a database to track voters, donors, and volunteers
- Hiring and training staff and volunteers
- Overseeing fundraising
- Researching and maintaining awareness of campaign finance laws
- Being the primary point of contact for the candidate and supporting them in a variety of ways
- Liaising with various team members, consultants, external agencies and organizations

A campaign manager may not personally execute all of these tasks, but he or she will have an intimate awareness of all of them, making sure that a qualified individual is effectively running each department.

Field Director or Volunteer Coordinator

If you are planning to have a robust direct voter contact program, hiring a Field Director or Volunteer Coordinator will ensure your campaign is executing your canvassing or phone banking strategy and achieving your goals. The position of Field Director encompasses all things related to talking to voters, from setting the strategy to leading the GOTV efforts. Field Directors often spend the majority of their time talking to others, so strong people skills, good verbal communication, and the ability to multitask are qualities to look for in a potential Field Director.

More specifically, a Field Director's role includes:

- Setting the direct voter contact strategy
- Creating lists and cutting turf for canvassing and phone banking
- Writing the scripts for volunteers to talk to voters
- Recruiting volunteers
- Coordinating and launching canvassing and phone banking shifts
- Training volunteers on
 - How to call voters
 - How to canvass voters
 - How to use campaign platforms for voter contact

If your campaign manager has the experience and ability to design and implement the voter contact strategy, then bringing on a Volunteer Coordinator will provide your team with the support needed. While having a Campaign Manager be able to execute field work is helpful, having a Volunteer Coordinator will ensure that your campaign is engaging with volunteers, but not overwhelming your campaign manager. Volunteer Coordinators could be people in the candidate's kitchen cabinet, passionate volunteers, etc.

Your Volunteer Coordinator would focus on:

- Recruiting volunteers
- Coordinating volunteers for canvassing and phone banking shifts
- Training Volunteers on
 - How to call voters
 - How to canvass voters
 - How use campaign platforms for voter contact

Field Director or Volunteer Coordinator

Fundraising is a crucial part of running for office, and fundraising directors or call time managers provide support, organization, and structure to raising money for your campaign.

Your fundraising director or call time manager is tasked with:

- Researching potential donors
- Developing and implementing fundraising strategies
- Organizing of fundraisers
- Managing fundraising call time

Communications Director or Social Media Manager

A Communications Director is a public face of your campaign and needs to have strong written and verbal communication skills, as well as an understanding of social and local media platforms. Since your communications director will be uplifting your messaging and values, it's crucial to find someone who you trust to speak on your behalf.

Your Communications Director or Social Media Manager is tasked with:

- Creating and implementing a communications plan to get your message out to voters
- Writing press releases or pitching stories to local media outlets
- Working with press, community influencers, and organizations to amplify your message
- Coordinating and regularly posting on social media
- Supporting the campaign manager and you on messaging throughout the campaign

For more local or smaller campaigns, bringing a social media manager to the team may be a better fit. Social media managers are often part time, and have experience with different platforms and are comfortable designing content.

Responsibilities of a social media manager often include:

- Regularly post campaign updates, uplifting messaging and activities
- Designing graphics for highlights, content, or to uplift endorsements
- Creating a regular communications calendar or schedule

Volunteers

Volunteers are an essential part of any campaign. Volunteers are unpaid supporters of a candidate who utilize their time and expertise to help the campaign accomplish its priorities. Most often, volunteers are used to assist the Field Team in identifying, contacting, and turning out voters. However, volunteers can fill many different and unique roles beyond knocking doors or making calls.

Other important roles that can be filled by volunteers:

- Social media coordinator
- Events coordinator
- Scheduler
- Event staff

Remember that volunteers are volunteering their time. While it may be easy to think of volunteers as extensions of campaign staff, they are unpaid and are there based on their belief in the campaign. Set expectations, both for the volunteers and the campaign, around what volunteer capacity is and when it needs to be expanded.

Whether the Volunteer Leader, Field Director, or Campaign Manager is overseeing volunteers, schedule regular meetings with them to make them feel heard, and genuinely ask them for feedback about the campaign. While it may be hard to find a time where all volunteers are available, see if specific teams can be a few minutes before a shift or schedule an “office hours” time where volunteers can hear an update from the campaign or can voice their thoughts.

Explain your campaign’s strategy to them so they understand what they’re being asked to do and why. Although not everyone should not be privy to all campaign information, share with your super volunteers or regular volunteers why the strategy behind what they are doing is critical to the campaign. Sharing this information fosters a sense of urgency and understanding of why decisions around which doors, or what scripts impact the election.

A NOTE on Campaign Culture and the Leadership Ladder

Traditional political campaign culture often burns people out (especially young people without families) because of high expectations, long hours, and low pay (that often only privileged people can afford to take). We need to collectively work to create a new normal where the campaigns we’re building are reflective of our values and provide opportunity to our communities. Here are some ideas, but reflect and brainstorm on what’s uniquely needed in your campaign to ensure it is inclusive and respectful:

- Reasonable expectations
- Fair pay for staff and good rewards for volunteers
- Make sure your campaign team is diverse and reflects the demographics of your community
- Clearly post policies, like zero tolerance for harassment, inclusivity commitments, etc.
- Culturally appropriate food
- Child care, child friendly spaces
- Paid sick time, paid family leave

A good campaign doesn't just win on election day, it uses the campaign to build a movement and build community. One of the best ways to do this is through a leadership ladder. A leadership ladder works to develop new leaders over time who are excited about campaigns and want to take a more active role in the political process. Your campaign can give them opportunities and skills to gain more leadership.

Also, a leadership ladder ensures that everyone finds a valued place on the campaign team. Often campaigns will only ask volunteers to canvass/knock on doors (it is usually the most needed), but then lose that volunteer if they don't have other jobs to offer them. Reward volunteers, make them feel like part of the team, have a dedicated time where they can meet and learn from the candidate, ask them what else they want to do and what skills they want to build. This is a win-win.