



## AMERICAN FEDERATION OF LABOR – CONGRESS OF INDUSTRIAL ORGANIZATIONS

Title: State Campaign Director (2 positions)  
Department: Campaigns  
Reports To: Regional Director in coordination with the Program and Campaign Director  
Location: Nevada and Ohio

*\*Temporary - Fund position, not to exceed three (3) years*

### OVERVIEW OF RESPONSIBILITIES:

The State Campaign Director is responsible for the overall AFL-CIO Campaigns year round mobilization and communication program in the state. This includes working with affiliates, state federations, CLC's, Area Labor Federations, Community and other allies and various departments to design and implement the member mobilization/member communication program, community and ally outreach, data and other areas of the campaign program in the state. The State Campaign Director coordinates the work of the state campaign team. The State Campaign Director will also oversee the AFL-CIO SuperPac public campaign communication initiative in the state. Collaborates with the Senior Field Representative in the state on relationships and political structures

### DESCRIPTION OF DUTIES:

- Develops and implements campaign plans as needed for: national campaign plans, federal and state campaign plans, state coordinated campaign plans, issue campaigns, referenda campaigns, special and municipal campaigns.
- Responsible for the drafting and development of statewide campaign plans, working with state federations, local central bodies, affiliated unions, and appropriate community and other allies that integrate mail, phone, membership and earned and paid media mobilization program.
- Responsible for and coordinates all aspects of the campaign plan in the state.
- Work with State Federation and Area and Local Labor Councils and Community and other allies to implement the Federation's legislative and political grassroots efforts in the state. This includes, but is not limited to, responsibility for promoting the Year Round Mobilization initiative, tracking legislative activity, internal and external communications and media and building grassroots mobilization around the Federations' agenda.
- Review campaign plans, working with state federations, local labor councils and affiliated unions that integrate all aspects of the campaign.
- Develops and implements overall ground mobilization and public campaign budget. Responsible for budget management.
- Train and prepare written materials for campaigns.
- Design, assist, train and provide technical assistance in the implementation of nonpartisan and partisan campaign components in the battleground states.
- Build structures for successful and sustainable mobilization that strengthens the state federation and CLC program in politics, legislation and organizing.

- Conduct initial and ongoing assessments of state and local federation structures and effectiveness. The assessment includes the evaluation of the organization's operations and programs, and the utilization and management of resources.
- Works with Community Outreach Staff, Field staff, State federations and labor councils to develop and deepen community/labor partnerships that around the Federations' agenda.
- Function as a lead in campaigns when assigned.
- Provide effective support and leadership to state and local labor leaders.
- Perform other duties and political campaign work as assigned.

#### REPORTING:

- Keeps Regional Director, Program and Campaign Director fully informed on a regular basis on issues affecting departmental programs.
- Prepares and submits regular and ad hoc reports on departmental activities as required.

#### QUALIFICATIONS AND SKILLS:

- Bachelor's Degree in Political Science, Labor Studies or other related field
- 5-7 years of labor/political experience including a minimum of three years of demonstrated experience in developing, implementing and driving political/issue programs.
- Demonstrated effectiveness in writing and implementing strategic political/issue campaign plans in coordination with leaders that incorporates roles and responsibilities of state and local federations.
- Ability to manage political/issue campaigns both large and small.
- Ability to work independently within the context of a plan.
- Ability to lead and motivate others within charged political environments
- Demonstrated ability to build teams and work effectively in a team environment in both a lead and a support role.
- Demonstrated ability to work effectively in politically sensitive and high-pressure environments.
- Demonstrated ability to resolve conflicts while maintaining important and effective relationships.
- Knowledge of state legislative processes.
- Knowledge of and experience with both national and local structures of the labor movement preferred.
- Familiarity with community based organizations, their roles and limits in campaigns
- Familiarity with Communications Strategies in campaigns
- Excellent listening, interpersonal, communication and problem solving skills.
- Excellent written and verbal communication skills.
- Effective time management skills, including prioritizing and managing multiple tasks, and demonstrated experience in developing campaign and personal work plans and goals.
- Computer proficiency is required; database/spreadsheet, email, internet, word processing, social networking skills.
- Valid driver's license is required.
- Ability to travel on a regular basis as needed, and for extended periods of time.
- Ability to work long and weekends as required.

#### TO APPLY:

Please email a resume and cover letter to [search@grossmansolutions.com](mailto:search@grossmansolutions.com) by January 6, 2012.

*Equal Opportunity Employer*