



JOB TITLE: Campaign Manager

TEAM: Advocacy

REPORTS TO: Director of Advocacy

FLSA STATUS: Exempt

LOCATION: Richmond, VA

DATE: December 2019

JOB SUMMARY

The Campaign Manager is responsible for developing and executing campaign plans to effect policy changes, building power, engaging the directly impacted community, and working with the legal, advocacy, development, and communications teams to determine the most effective tactics for moving specific policy changes forward - focusing particularly on bringing together legislative, litigation, organizing, education, and electoral strategies. Initially, the Campaign Manager will be responsible for developing and implementing our multi-year issue advocacy campaign that will result in significant decarceration, reduce racial and gender disparities in the criminal legal system and secure a constitutional right to vote for everyone. The advocacy work will center the experience and leadership of those directly impacted at every level with a goal of changing laws and policies that drive incarceration, racial disparities, and gender disparities in the criminal legal system. The Manager is a strategic and dynamic relationship builder who, ultimately, will, manage, train, and lead a team of staff and volunteers in executing campaigns developed by the affiliate that prioritize the development of meaningful and authentic relationships and create opportunities for community and political action.

RESPONSIBILITIES

Campaign Management and Supervision

- Execute and manage implementation of multi-year campaign goals developed collaboratively by the affiliate with authentic and meaningful participation by people directly impacted by the criminal legal system and voter suppression;
- Develop and manage implementation of strategic campaign plans that integrate legislative, organizing, communications, development, and legal strategies in collaboration with other staff and community partners. Host and plan regularly scheduled campaign team meetings and oversee internal communication systems between meetings;
- Collaborate with various staff teams to determine appropriate policy change strategies to be achieved through education, organizing, legislation or litigation that will achieve our campaign goals and work with the communications team to develop an earned media plan that highlights campaign work in a way that builds relationships with our target audiences and expands reach of our message;
- Develop and apply performance metrics and a tracking platform that evaluates the success of campaigning tactics as well as the campaign's overall effectiveness;
- Help coordinate research to inform the development of policy and develop benchmarks to ensure effective progress toward campaign goals, adjusting plans as necessary;
- Help recruit, train, and manage campaign staff and volunteers who support campaign policy goals and organizational building goals; and
- Develop and maintain deep substantive knowledge of campaign goals and issues and the dynamics of policy change in Virginia.

Relationship Building and Coalition Development

- Convene, listen, and collaborate with members and supporters, and with directly impacted groups and individuals, in campaign execution – ultimately creating a broad coalition of ACLU members and supporters, people adversely affected by the criminal legal system or voter suppression policies, faith leaders and congregations, businesses, and others to support the campaigns;
- Develop equitable and reciprocal relationships with community organizations and networks – particularly community members impacted by policing and incarceration and voter suppression and racial justice initiatives led by people of color. Responsibilities include outreach, collaboration on events, volunteer recruitment, organizing meetings and regular communication with campaign partners and other allies;
- Work with Legislative Director in defining legislative strategies to achieve campaign goals. This includes building on our network of ACLU supporters to leverage opportunities for members and activists to take action in support of campaigns, both statewide and in targeted geographies;
- As requested, assist in lobbying of state and local legislators, help facilitate testimony during session, and attend in-district meetings to effect policy changes as requested;
- Coordinate with the legal, administrative and development departments to ensure that campaigns support the organization's full mission and are supported by all departments and staff in the organization; and
- Work with Campaign Communications Strategist to define campaign messaging that informs the identified target audiences, and integrates into the campaign storytelling, multimedia platforms, and other communications tactics.

Community Engagement and Empowerment

- Identify, nurture, and elevate leadership of people directly affected by the criminal legal system or voter suppression policies and practices represented among the affiliate's members and supporters and in the broader community to help shape and continuously inform campaign goals, tactics, and strategies;
- Work with other affiliate staff to lead planning and execution of special events, volunteer run events, and a lineup of informational and community focused programming to achieve campaign goals and create opportunities where coalition and community members can engage with the campaign; and
- Identify and communicate campaign needs and resources so that the organization can support grassroots mobilization, targeted community engagement, and execute a grassroots organizing program when appropriate.

MINIMUM REQUIREMENTS

- Experience running, managing, or otherwise taking a leadership role in issue based, strategic advocacy, or electoral campaigns.
- Experience working with people involved in or affected by the criminal legal system.
- Expertise on the effects of the criminal legal system, including but not limited to lived experiences.
- Experience organizing in communities of color and people with diverse life experiences.
- Experience facilitating clear decision making in a group setting.
- Willingness and availability to work beyond the normal work day, on weekends, or more than 40 hours a week as necessary.

- A valid Virginia Driver's license with a willingness and ability to travel throughout Virginia, and occasionally to other states for conferences and training.
- A commitment to the mission and values of the ACLU of Virginia, and to racial justice and civil rights issues and an understanding that these issues are central to overall protection of civil liberties.
- A commitment to diversity, equity and inclusion, to refrain from unlawful discrimination and to comply fully with all applicable laws; a personal approach that values the individual and respects differences of race, ethnicity and national origin, age, gender, sexual orientation, gender identity, religion, ability and socio-economic circumstance, and able to work with diverse individuals within the organization and broader community.

ESSENTIAL SKILLS & ABILITIES

- Ability to manage quick-turnaround deliverables as well as long-term strategy implementation, reporting, and metrics tracking.
- Ability to establish credibility and respect with people impacted by the criminal legal system, create opportunities for their input and leadership to guide the campaign, and work collaboratively with other constituencies and policy makers from a range of backgrounds and ideological positions.
- Excellent public speaking skills both planned and extemporaneous.
- Ability to influence others through personal narrative.
- Ability to manage and motivate staff and build productive working relationships with peers.
- Ability to learn and understand multifaceted administrative systems and think linearly to construct a theory of change for a difficult problem or multi-year goal.
- Ability to work independently and collaborate with others in planning and execution of large-scale time-bound events and hold people accountable to deadlines.
- Ability to participate effectively in recruiting, developing, and managing a highly talented and diverse staff.
- High emotional intelligence and ability to work with diverse coalitions and get results.
- Exceptional time management and organizational skills with an ability to meet multiple tight deadlines while managing concurrent project timelines.

DESIRABLE EXPERIENCE, SKILLS & ABILITIES

- At least one cycle of experience as a campaign manager or department director in electoral or issue-based organizing.
- Experience writing and executing campaign or program plans that establish goals, tactics, and timelines to achieve an outcome.
- Experience lobbying or organizing meetings between constituents, stakeholders, and elected officials.
- Experience using policy analysis, lobbying, polling, communications, and/or mobilizing or organizing tactics to influence a policy agenda.
- Experience working at an organization with an integrated advocacy model where legal, legislative, education and advocacy tactics are used collaboratively and cohesively to achieve results.
- Ability to speak and/or write in Spanish, Korean, Vietnamese, Tagalog, Arabic or other language spoken by a language minority in Virginia.

EQUIPMENT USED

- Computer, phone, copier, printer

Approved by: _____ Date: _____

Accepted by: _____ Date: _____

DISCLAIMER: Nothing in this job description restricts the Executive Director's right to assign other duties or responsibilities to this job at any time.

The ACLU of Virginia is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU of Virginia encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity and expression, age, national origin, marital status, citizenship, disability, and veteran status and commits to comply with all applicable equal opportunity and nondiscrimination laws and to refrain from unlawful discrimination.