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## **SAMPLE Job Description: Campaign Manager**

## **Reports To:**

* Primary: The Campaign Manager will report to [*position title or titles this position reports to within their organization*].
* Secondary: The Campaign Manager will also be accountable to the coalition leadership team.

## **Job Overview:**

The Campaign Manager is responsible for both the big-picture strategic vision and the day-to-day operations of a policy advocacy campaign. Working with coalition partners and other stakeholders, the Campaign Manager develops, executes, and regularly refines the campaign plan for maximum impact on key decision-makers and the optimal inclusion of those who will be impacted by the proposed policy change. Drawing upon relevant data and research, the Campaign Manager will weave together and coordinate a set of strategies and tactics including grassroots organizing, media advocacy, lobbying, coalition pressure, and more. The Campaign Manager is also responsible for meeting the stated expectations of the granting organization to include managing the budget, maintaining compliance with lobbying laws and filing reports, participating in grant-related convenings and calls, etc.

## **Responsibilities and Duties:**

* Structure and manage a campaign budget that emphasizes influence on key decision-makers.
* Develop and maintain a comprehensive campaign plan that is responsive to changing campaign needs and opportunities.
* Manage and engage other staff, consultants, and coalition partners so they can successfully achieve their assigned pieces of the campaign plan.
* Recruit and engage a broad base of campaign partners to potentially include representation from science/academia, communities of color, youth, civic organizations, non-profit agencies, local employers, social/economic justice organizations, business associations, and more.
* Leverage the assets and resources of partner organizations to pressure and influence key decision-makers.
* Identify and include as partners in campaign planning and execution those organizations and leaders that represent the interests of the communities that will be most impacted by the policy change.
* Represent the mission of the funder and lead organizations in a non-partisan fashion.
* Maintain compliance with all state and federal lobbying requirements.

## **Qualifications:**

* Bachelor’s degree or equivalent.
* Minimum of two years of local and/or state policy advocacy campaign experience at the leadership level.
* Strong communications skills - written, verbal, and active listening.
* Strong organizational abilities to develop and execute campaign plans, document campaign milestones, complete grant reports, etc.
* Experience building consensus and shared responsibility among a group.
* Ability to lead an inclusive process involving stakeholders with diverse interests, backgrounds, and missions.
* Understanding of equity, racial justice, and social determinants of health.
* Ability to manage a campaign budget and identify potential new sources of funding a plus.
* A sense of humor, flexibility, and those who thrive under pressure strongly preferred.