

Role: Campaign Manager (Political)

Purpose: Santa Cruz City Council Candidate Campaign Run - 2022

Type: Volunteer

Start Date: Immediate

End Date: November 8, 2022

How to Apply: www.greghyver.com/staff-recruiting

About the Role

Have you ever wanted to manage an entire political campaign? We are seeking a high-energy team player to launch and manage one of the most unique, transformative and disruptive city council campaigns ever to wash up onto the shores of Santa Cruz, California. You should be an excellent multi-tasker, strategist, leader and nuts-and-bolts participant, with sufficient spare time in your life to fill this volunteer role. This position launches in January, 2022, and terminates on November 8, 2022 (voting day). You must be ready to commit your precious time and passionate spirit to the campaign's candidate and platform. For many, this will be an important "foot-in-the-door" to launch you into the world of local politics, to develop and dry run the basic skills required to effectively run a political campaign, and to ensure that the campaign message remains strong, clear, consistent and effectively targeted until election day. We do not require prior experience in running a political campaign—only the eagerness to learn together, and the skills and devotion necessary to plan and execute one. You will report directly to the candidate. Your initial direct reports will be the Director of Marketing and the Volunteer Coordinator.

We are seeking candidates who do not hold any allegiances to a particular political party, who still have open minds and who think critically for themselves, who question authority, who challenge censorship, who distrust establishment politicians, who believe in individual freedom of choice over a massive government making those choices for us, who understand that a plurality of ideas serves societies better than a single idea emanating from a single political organization or uni-party, and who are ready to stand up to help us deliver our message across the Santa Cruz community.

Responsibilities

Oversees all aspects of the campaign including:

- Co-developing, establishing, monitoring and fine-tuning the overall campaign plan
- Managing day-to-day operations (remote or local)
- Establishing and maintaining the master schedule
- Managing the campaign budget
- Interviewing, incorporating and managing volunteer prospects serving direct report roles
- Approving marketing strategies, goals, timelines, targets and campaigns as defined by Marketing Director
- Supporting the fundraising operations in conjunction with the candidate
- Establishing and monitoring the key campaign metrics for measuring the real-time health of the campaign
- Leading weekly staff meetings to collect staff input, report updates and metrics, and issue marching orders
- Attending the major campaign events and / or fundraisers

Requirements

- Nonpartisan (not loyal to any political party)
- Committed through November 8, 2022
- Supports the platform and spirit of the campaign
- Excellent planning, organizational, scheduling, management and leadership skills
- Comfortable speaking in front of large audiences
- Friendly, outgoing, positive, proactive, communicative and critically-thinking
- Willing to commute to the City of Santa Cruz, when necessary
- Availability to physically attend the major campaign events, if called upon
- Willing to sign a Unilateral Non Disclosure Agreement (NDA) to protect sensitive campaign information
- Can start immediately

Preferred Qualifications (Not required)

- Bilingual (English / Spanish)
- Robust network of Santa Cruz resident and related community connections
- Neighborhood or community thought leader
- Has participated in past, city or county campaigns in a staff role
- Familiarity with the basic Marketing strategies of campaigns
- Familiarity with Wix tools (email campaigns, CRM)
- Has managed at least five fellow team members in any capacity in the past
- Has an interest in the political process and seeks to be more greatly involved
- Has basic knowledge of the local issues that are impacting the Santa Cruz community
- Lives in Santa Cruz County

If interested, please submit your resume (PDF or link) highlighting your relevant skills and a short cover letter statement on why you feel you would be a great candidate for this role. This position shall remain open through January 31, 2022, or until we make our selection. Thank you.

2022 is going to be an exciting year for Santa Cruz politics. Be part of it.

Happy New Year!