

**Role:** Director of Marketing (Political)

**Purpose:** Santa Cruz City Council Candidate Campaign – District X – November, 2022

**Type:** Volunteer

**Start Date:** Immediate

**End Date:** November 8, 2022

**How to Apply:** [www.greghyver.com/staff-recruiting](http://www.greghyver.com/staff-recruiting)

### **About the Role**

Have you ever wanted to leverage your marketing talents in the context of a 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 April, 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 create and deploy the campaign's marketing plan that ensures that the campaign message remains strong, clear, consistent, prevalent and effectively targeted until election day. We do not require prior political campaign experience in a marketing context—only the eagerness to learn together, and the skills and devotion necessary to plan and execute your plan effectively. You will report directly to the Campaign Manager. You will engage with the Volunteer Coordinator when volunteer resources are required for marketing events.

We are seeking candidates who do not hold any allegiances to a particular political party (nonpartisan), who still have open minds and who can 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 marketing campaign including:

- Establishing the core marketing strategy & plan and deploying it in a timely and effective way
- Researching the district's demographic characteristics
- Creating and deploying online surveys as a data collection tool
- Continually fine-tuning and enhancing the campaign's brand and positioning
- Deploying effective email campaigns using Wix (you will be trained, if necessary)
- Planning, scheduling, coordinating and managing formal and informal speaking events
- Planning and deploying an effective social media campaign
- Creating and distributing hard and soft marketing collateral to district residents
- Establishing, monitoring, and meeting the key performance indicators (KPI's) established for the Marketing group by the general staff
- Interviewing, incorporating and managing volunteer prospects serving any direct report roles
- Operating within the scope of the marketing budget
- Reporting marketing status (KPI's, schedules, challenges, solutions, needs, etc.) at weekly staff meetings held by the Campaign Manager
- Attending major campaign events and / or fundraisers, when called upon

## **Position Requirements**

- Nonpartisan (not loyal to any political party)
- Committed through November 8, 2022
- Support the platform and spirit of the campaign
- Has an interest in the political process and seeks greater involvement in political campaigns
- Developed and managed at least one marketing campaign in the past (does not have to be political)
- Excellent planning, organizational, scheduling, management and leadership skills
- Familiarity and practical experience setting up and operating accounts on major social media platforms
- 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
- Willingness to sign a Unilateral Non Disclosure Agreement (NDA) to protect sensitive campaign information
- Can start immediately

## **Preferred Qualifications (Not required)**

- Bilingual (English / Spanish)
- Familiarity with basic Marketing strategies used by political campaigns
- Familiarity with the use of Adobe Premiere, Adobe Photoshop and Wix web-builder (specifically as it relates to CRM and email campaigns)
- Graphic design and / or photography skills
- 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
- 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 (optional) on why you feel you would be a great candidate for this role. This position shall remain open until filled. Thank you.

2022 is going to be an exciting year for Santa Cruz politics. We hope you can join us.