

2023 NEW JERSEY DEMOCRATIC LEGISLATIVE RACES SENATE & ASSEMBLY CAMPAIGN FINANCE DIRECTOR

PURPOSE: A top-tier joint Senate and Assembly campaign in New Jersey is seeking a full-time Campaign Finance Director who will be responsible for creating and implementing a fundraising plan to elect and re-elect Democratic members to the NJ State Senate and NJ General Assembly during the 2023 legislative cycle. The Campaign Finance Director will simultaneously manage the finance plan for the campaign to elect one candidate running for the state senate and two (2) candidates running for the general assembly and it will be his/her responsibility to direct staff in all fundraising efforts to fund the campaign plan in conjunction with the Senate Democratic Majority (SDM) and NJ Democratic Assembly Campaign Committee (DACC) caucus leadership and key stakeholders. This member of our staff will need to be organized and detail-oriented, possess strong communication skills, demonstrate a commitment to Democratic values, and be a self-starter.

PRIMARY RESPONSIBILITIES:

- Work with staff, consultants, and vendors on an aggressive fundraising strategy, including helping with the development and implementation of a fundraising calendar, that comprises digital, direct mail, events, major donor, and other targeted fundraising campaigns.
- Be the point of contact for the financial consultant, who will be responsible for maintaining the overall direction of the finance plan.
- Report to the SDM/DACC leadership team, Campaign Manager, and stakeholders to ensure contributions meet campaign benchmarks.
- Assist in tracking revenue and expenses, and adjust goals as needed.
- Maintain and ensure the accuracy of donor databases and conduct research on new and potential donors.
- Report income and expenses for all fundraising channels weekly, monthly, and oftentimes daily.
- Work with the organization's fundraising committee on fundraising strategy decisions, public-facing messaging tactics, and other politically sensitive issues as appropriate.
- Direct teams of staff, interns, and volunteers to plan and carry out fundraising events and other activities that are part of the fundraising plan.
- Serve as the primary point of contact for all fundraising events, donor solicitations, and sustaining membership outreach.
- Draft fundraising and event communications, including acquiring approval from SDM/DACC caucus leaders and elected officials, candidates, initiative campaigns, etc. This includes, but is not limited to, frequent fundraising emails, donor reports, electoral reports, social media communications, and direct mail.
- Perform other such duties assigned by the campaign manager, as needed.

MINIMUM QUALIFICATIONS:

- Demonstrated fundraising success, including time directing volunteers/staff.

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- Proven track record of raising funds from diverse sources through multiple channels, including events, call time, and digital strategies.
- Exceptional verbal and written communication skills.
- Proficiency in MS Office, including Microsoft Word and Excel, with experience in NGP-VAN, ActBlue, etc. as a plus.
- Demonstrated success in digital acquisition and fundraising campaigns.
- Understanding state and federal election law is a real benefit.
- Must have a car, computer, and smartphone.
- Must live in New Jersey and be willing to work in person for the 2023 legislative cycle.

PHYSICAL REQUIREMENTS: Work is generally performed in an office setting. Travel within the state is required.

CONTACTS: Senate Democratic Majority (SDM) and NJ Democratic Assembly Campaign Committee (DACC) caucus leadership and stakeholders, local elected officials and political leaders.

COMPENSATION: Salary will be commensurate with experience and includes healthcare benefits.

HOW TO APPLY: To apply, email a resume and 2-3 references to melanie@njdacc.com with the subject line "Campaign Finance Director".

The Senate Democratic Majority and NJ Democratic Assembly Campaign Committee are committed to creating a diverse environment and are proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment regardless of race, ethnicity, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.