

# **2023 NEW JERSEY DEMOCRATIC LEGISLATIVE RACES SENATE AND ASSEMBLY CAUCUS STATEWIDE CAMPAIGN DIRECTOR**

**PURPOSE:** The Democratic Senate and Assembly Caucuses in New Jersey are seeking a joint full-time Caucus Campaign Director to oversee the day-to-day operations of the New Jersey Senate and Assembly Caucus during the 2023 legislative cycle. The work will include, but not limited to, strategic campaign planning, hiring, and managing staff, communications, executing programs, and fundraising. The Campaign Director will work directly with senior leadership of the NJ Senate Democratic Majority (SDM) and NJ Democratic Assembly Campaign Committee (DACC), caucus stakeholders, Chiefs of Staff, and vendors. The candidate needs sound judgment, political acumen, fundraising ability, and a commitment to Democratic Values. Preferred understanding of New Jersey politics, elected officials, and major local political issues. The Caucus Campaign Director must work to protect and enhance the reputation of Senate and Assembly Democrats.

The Campaign Director will share the following commitment and values:

- Ensure strong programming to win a majority in NJ Senate and Assembly
- The ability to put together a strong plan,
- Hiring, training, and leading an experienced strong and diverse team,
- Strong evaluation process to measure outcomes,
- Transparent systems of communication,
- Help ensure the Caucus has a strong, respectful, and cohesive team culture,
- A positive, kind, empowering and no-drama approach to their work.

## **PRIMARY RESPONSIBILITIES:**

- Hire and manage core staff to ensure that the day-to-day operations are tracked for the achievement of producing results without micromanaging.
- Ensure there is an ongoing training program for staff that meets the needs of the caucus.
- Must be able to evaluate employee effectiveness and restructure jobs, as necessary.
- Build an ongoing training program that ensures staff are prepared for the campaign cycle.
- Ensure that candidates have assistance they need to run a strong campaign.
- Develop an effective Field and Candidate support structure for candidates.
- Ensure that caucus members and candidates are efficiently building media, mail, and digital programs.
- Develop communications plan for the Senate and Assembly Caucuses.
- Run a pro-active communications program that leads critical communications with local activists, donors, stakeholders, partners, consultants, allied organizations, and key constituencies.
- Must proactively seek out and utilize new media and innovative campaign communication tools.
- Create strong working relationships with partners and ally organizations across the state.

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- Work with compliance to make sure all finance reports, tax returns, and other required reports are filed accurately and on time.

**MINIMUM QUALIFICATIONS:**

- At least three cycles of campaign experience.
- Qualified applicants need to demonstrate skills in managing multiple staff and consultant teams, motivating people, and developing and implementing strategic plans.
- Experience leading a board of directors, or committee, or other decision-making entity is a must.
- Strategic planning needs to include mission, campaign benchmarks, and clear objectives in the areas of field work, fundraising, and working with support team.
- Superior project management skills are a must to make sure that campaign strategies and tactics adapt and change with the dynamics throughout the election cycle.
- 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. Overtime and 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](mailto:melanie@njdacc.com) with the subject line "Caucus Campaign 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.*