Field Director

Philadelphia mayoral campaign is currently seeking a Field Director to run our field program. Join our team of dedicated campaign staff looking to elect a mayor who will put the needs of Philadelphians first again.

Field Director will be responsible for planning and executing the campaign field plan and directing the day-to-day field operations of the campaign. They will be responsible for managing the entire field operation, staff, and will be held accountable for all quantitative and qualitative field metrics. Field Director will work closely with other members of the staff to ensure coordination of field activities and goals with overall campaign priorities. In addition to the qualifications listed below, the ideal candidate will have good political instincts, extreme discipline, sense of humor, and must be willing to work long campaign hours.

Responsibilities:
• Develop and implement a comprehensive, data-driven field plan
• Train and manage a field team to execute said complex field plan
• Set, meet, and exceed benchmarks for voter contact, volunteer recruitment, grassroots engagement, and GOTV
• Manage paid canvass operation
• Coordinate with communications, digital, and political team to maximize field efforts
• Establish a strong professional culture within the field organization focused on accountability, specific goals, utilization of best practices, innovation, and sense of purpose

Qualifications:
• 2-4 cycles of campaign experience including at least 1 cycle managing staff
• Understanding of targeting and metrics
• Experience recruiting, hiring, training and managing a team
• Experience with paid canvass operation & managing petition gathering
• Commitment to establishing a culture of respect and community
• Proficiency in VAN, Microsoft Office Suite, and Google Docs
• Experience developing, training and empowering volunteers
• Record of working in diverse communities
• Spanish language skills are a plus (but not required)

Applications are due ASAP for a January 16, 2015 start date. Campaign lasts through Democratic primary in May 2015.

To apply, email resume & cover letter with the subject line “Field Director” to phillymayor2015@gmail.com.