

Catherine McMullen



For Clackamas County Clerk

Campaign Manager: Voices for Catherine McMullen

About the Campaign: Voices for Catherine McMullen, the campaign committee to elect Catherine McMullen to Clackamas County Clerk, is seeking an enthusiastic, organized, hardworking campaign manager to steward Catherine and her team to victory in the May 17, 2022 Primary Election and potentially through to the November 8, 2022 General Election. Catherine McMullen is currently supported by a team of talented volunteers and advisors from throughout Clackamas County.

This is a progressive, people-first campaign for a nonpartisan, democracy-critical public office.

Values include: Voter-focused election administration. Voter Access. Diversity, Equity, and Inclusion. Racial and Social Justice. Elevating women, BIPOC (Black, Indigenous, and People of Color), and local voices. Hyper-local talent and resource sourcing. Respecting the working people. Labor. A Voice for All. Transparency, Accuracy, and Security in both elections and campaigning. Highest ethical regard for others. A Positive campaign. Listening to all political positions/opinions. Informed leadership. Strengthening community voices in public decision-making.

About Catherine: Catherine McMullen is a voter-focused elections administrator, a public servant, a proud union member, community leader, parent, and advocate. She will enable fair and accessible elections for Clackamas County, bringing innovation, transparency, and ethics to the County Clerk's office.

You can learn more about Catherine McMullen and her campaign at ClackamasVoice.org.

Duties and Responsibilities

The primary responsibilities of the Campaign Manager include:

A commitment to inclusion, to leading with equity, moving forward racial and social justice, and putting the diverse people and communities of Clackamas County first.

Campaign Plan: The Campaign Manager will draft and implement a winning campaign plan that outlines the campaign's efforts including community engagement, fundraising, canvassing, phoning, volunteer recruitment, voter education and outreach, and local traditional print, social, and ethnic media relations. The Campaign Manager will draft a plan that is county-wide and

reaches the diverse people and communities of our county. They will need to lead volunteers and delegate the work in carrying out the plan. The Campaign Manager will draft a field plan for canvassing, community education and outreach, creative touch points. They will organize and delegate county-wide canvassing.

Budget Management: The Campaign Manager will hone and manage a \$120,000+ campaign budget, monitoring cash flow and expenditures with support from our volunteer Treasurer and volunteer Finance Advisor.

Fundraising: The Campaign Manager will draft and implement a fundraising plan for the campaign budget, continuing the momentum established by Catherine and her volunteer team. They will develop a holistic fundraising approach that draws support from small, medium, and large donors, community-based organizations, unions, and associated PACs. The Campaign Manager will be directly involved in fundraising efforts, staffing the candidate, implementing outreach, and conducting donor research.

Candidate Management: The Campaign Manager will manage the candidate's time by scheduling canvassing, fundraising, and endorsement interviews. The Campaign Manager will prioritize the candidate's time ensuring it is always well spent, delegating support tasks and busy work away from the candidate herself. The Campaign Manager will help determine a reasonable schedule for a candidate that is already a full-time public servant and a mother of two children.

Contribution and Expenditure Tracking: The Campaign Manager may work with the volunteer Campaign Treasurer and Finance Advisor to maintain accurate records of bank account, contributions, and expenditures, and to provide assistance when needed, especially for tracking of in-kind contributions, and collecting all required information from donors.

Volunteer Recruitment and Management: Using the candidate's, candidate's team, and campaign manager's personal contacts, organizational contacts, and local connections, the Campaign Manager will recruit, train, and manage campaign volunteers countywide to complete voter contact and other needed tasks.

Secondary responsibilities may include:

Communications Management & Press Relations: The Campaign Manager will serve as the primary contact for media and will coordinate with the candidate in drafting press releases, citizen pieces, newsletters, and blog posts. They will be instrumental in designing a communications plan, a social media plan, a letter to the editor campaign, and determining voter education needs throughout the campaign.

Website Maintenance and Social Media: The Campaign Manager may maintain the campaign's website to keep it up-to-date. They may also manage the social media content and

promote events. They will help the candidate keep current on local issues and evolving situations.

Qualifications

The most qualified candidates will have many if not most of these qualifications, earned through paid, unpaid, and lived experience.

- Commitment to equity and inclusion, and racial and social justice. Dedication to community and public service. This is demonstrated through past actions.
- Experience working with communities of color, the LGBTQ+ community, people with disabilities/disabled people, low income families, people experiencing homelessness or housing instability, rural and urban communities, and/or young and first generation voters.
- Experience leading or managing a complex project with multiple audiences and interests.
- Experience in community organizing, advocacy, politics, or campaigning.
- Organized, reliable, detail and deadline focused. Uses limited time wisely.
- Skilled at delegation and leading volunteer teams. You can get the work done!
- Excellent communication and listening skills. Works as part of a team, leadership and strengths based delegation.
- Desire to learn new things and solve interesting challenges.
- Competent in GoogleDocs/Sheets/Calendar/Meet.
- Competent on social media platforms including Facebook, Instagram, LinkedIn, and others. Can use Constant Contact, Canva, Calendly, or similar tools.
- Can use ORESTAR, VAN, or other campaign and compliance platforms and tools.
- Lives in Clackamas County and knows our communities.
- Bilingual.
- Ready to work hard alongside Catherine and believes in democracy and the power of one person one vote!

Compensation

The Campaign Manager will receive a \$1500-\$2000 monthly base salary with potential increases upon budget reevaluation. A bonus of \$2000 will be paid upon election certification if the candidate wins the May 17, 2022 Primary Election outright (50% of the votes cast plus one).

Start Date: ASAP but no later than January 15. Applications will be reviewed as they are received.

To Apply: Please send resume and cover letter to Catherine.ClackamasVoice@gmail.com with subject: **Voices for Catherine McMullen Campaign Manager**. The application materials should address how you can accomplish the goals of the position, the strengths you bring to the campaign, and how you meet many of the qualifications.