



Progressive Turnout Project seeks National Recruitment Manager

Remote or Chicago, IL

Position: National Recruitment Manager

Location: Remote or HQ (Chicago, IL)

Salary: \$52,000 - \$72,800

Start Date: 06/06/2022

End Date: 11/30/2022

Position Summary:

Progressive Turnout Project (PTP) seeks applicants for the **National Recruitment Manager** role to support our relational organizing and distributed organizing programs with targeted and thoughtful digital recruitment of contractors in key Senate battleground states across the country, likely including Arizona, Georgia, Nevada, New Hampshire, North Carolina, Pennsylvania, and Wisconsin.

The National Recruitment Manager will be responsible for the creation and implementation of a multi-faceted campaign to recruit applicants to our two organizing programs in multiple states and cities across the country. This includes writing copy for advertisements and posting them, working with the program staff to ensure recruitment goals and benchmarks are being met throughout the program, and adjusting strategy to meet goals accordingly. This program will ultimately scale up to an expected total of 12,000 hired contractors at most. We will need to recruit approximately 4 times as many contractors as we expect to hire, so this position's ad campaigns will need to recruit up to 48,000 applicants into our hiring pipelines. This position reports to the Chief Operating Officer and the duties of this role are subject to modification in response to program or organizational needs.

This position is eligible for benefits, including employer-sponsored health, dental, and vision insurance, FSA, 401(k), student loan repayment assistance, paid time off, and paid holidays.

There are no formal education requirements for this position. People of all backgrounds are encouraged to apply.

Responsibilities:

- Learn and apply our organizational values to foster a strong culture based on trust and mutual respect
- Collaborate with PTP's Relational Organizing Director, Distributed Organizing Director, Talent Manager, ATS Administrator, and other program staff to implement the 2022 cycle's recruiting strategy
- Build out a comprehensive recruitment plan to drive applications for 2 separate, independent expenditure programs, one focused on contractors reaching out to friends and family to vote, and the other focused on contractors canvassing their neighborhoods to talk about early voting and making a plan with inconsistent, Democratic voters.



- Consult with the Data Department and other program staff to develop targeting criteria to meet audiences where they are at, including designing and implementing a referral program, and keeping up with time-bound and city-specific goals
- Create, recommend, publish, manage, and track the key data/performance of digital ads, potentially including, but not limited to the following platforms: Facebook, Instagram, Snapchat, TikTok, YouTube and Spotify
- Perform outreach and relationship management of micro-influencers for potential ad placements, including building and maintaining databases of influential and local contacts who can help to spread the word about these contractor positions.
- Provide regular reports regarding recruitment progress to goal and recommendations for real time changes to improve outcome, including budgets, targets, and which platforms are supplying candidates who are hired
- Conduct interviews for both types of contractor positions, Community Mobilizer and Field Representative, as needed
- Participate in a deep-dive debrief of program after Election Day to provide recommendations for potential future iterations of the programs
- The responsibilities listed are a general overview of the position and additional duties may be assigned

Qualifications (You will be a good fit if):

- You are committed to establishing a culture of community and respect in the workplace, and contributing to the development of best practices
- You have 2+ years of recent experience managing multi-part recruitment campaigns with targeted advertisements, reporting requirements, and innovative recruitment efforts online
- You know how to measure your content's performance as a backend power user for multiple platforms, identify high and low performing ads/strategies, and report that information with suggestions on how to improve performance
- You have experience writing for work, whether in blog posts, articles, email blasts, newsletters, or social media
- You take ownership of tasks and projects that are assigned to you while actively participating collaboratively in team environments
- You're proficient in G Suite Products (Gmail, Calendar, Drive, etc)

Preferred Qualifications (Not Required):

- You are fluent in Spanish



- You have experience in political campaigns or issue advocacy in either a paid or volunteer capacity

Questions about the position may be directed to info@turnoutpac.org.

About PTP:

Progressive Turnout Project is dedicated to mobilizing the Democratic Party and defending democracy. Since 2015, Progressive Turnout Project has helped 137 Democrats win races and increased voter turnout in elections by up to 10.4%. Our voter turnout initiatives are solely focused on motivating Democrats to exercise their right to vote. All our work at Progressive Turnout Project is to build power for the long term. Through data-driven research, we design, test, and deploy specialized voter turnout programs. We're here to share resources, implement strategy and offer our expertise for the advancement of Democrats (and democracy itself), cycle after cycle.

Progressive Turnout Project is committed to building a staff that reflects the diverse communities that make up our country and the progressive movement. PTP is an Equal Opportunity Employer and it is PTP's policy to recruit, hire, train, promote, and administer any and all personnel actions without regard to age, color, creed, disability, economic status, ethnic identity, gender identity, national origin race, religion, sex, sexual orientation, veterans status, or any other basis prohibited by applicable law.