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## Job Description: Campaign Manager

**Location:** Atlanta, Georgia

**Reports to:** Deputy Director

**Positions Reporting to this Position:** Organizing and Canvassing Staff

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### About Barred Business

Barred Business' mission is to heal, resource, and build power for and with justice-impacted people, their families, and communities. We do this by engaging in organizing, policy advocacy, and civic engagement.

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### Position Overview

Barred Business is seeking a **dynamic, passionate, and results-driven** Campaign Manager to lead high-impact advocacy and electoral campaigns that support justice-impacted individuals and drive systemic change. This role will oversee two key initiatives:

1. **Release the Vote Campaign:** Focused on voter rights restoration, civic education, and community engagement.
2. **Protected Class Campaign:** Advocating for justice-impacted individuals to become a legally protected class under city, county, and state law.

The Campaign Manager will be responsible for **strategy development, execution, grassroots organizing, and team leadership**. The ideal candidate is an experienced organizer with a strong background in electoral justice, policy advocacy, and campaign management.

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### Responsibilities:

#### Campaign Strategy & Execution

- Design, plan, and lead campaigns that raise awareness, influence policy, and mobilize communities.
- Develop and implement voter registration (GOTV) and deep canvassing strategies for the **Release the Vote** campaign across Atlanta and Georgia.
- Lead efforts to make justice-impacted individuals a **protected class** at city, county, and state levels, engaging key stakeholders and policymakers.
- Build **weekly field plans** to track campaign progress and ensure all goals are met.
- Host **house parties** and town halls to raise awareness of voting rights and discrimination



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protections.

### **Grassroots & Advocacy Organizing**

- Build relationships with local community groups, advocacy organizations, and legislators to advance campaign goals.
- Represent **Barred Business at the State Table** and **Rights Restoration Work Group**, advocating for voting rights and anti-discrimination policies.
- Organize public education events, recruit and train volunteers, and develop community leaders.
- Engage with local coalitions, partner organizations, and government officials to advocate for policy change.
- Ensure all activities comply with state and federal election laws.

### **Team Leadership & Management**

- Supervise and mentor **organizing and canvassing staff**, ensuring effective field operations.
- Provide leadership to outreach specialists, digital organizers, and volunteers.
- Conduct **canvasser debriefs** and performance reviews to improve campaign effectiveness.
- Work closely with the Deputy Director to ensure smooth campaign execution.

### **Communications & Public Engagement**

- Develop and execute strategic communication plans, including action alerts, press releases, newsletters, and advocacy materials.
- Represent Barred Business in **media appearances** and public forums.
- Work with the communications team to create impactful messaging tailored to justice-impacted communities.

### **Data-Driven Impact & Compliance**

- Oversee **data collection, analysis, and reporting** to measure campaign impact.
- Utilize **quality control software** to track and ensure data accuracy.
- Ensure justice-impacted individuals' information is recorded and protected.
- Submit **comprehensive daily, weekly, and quarterly reports** detailing campaign progress and challenges.

### **Fundraising & Partnerships**

- Work with the development team to **identify funding opportunities** and campaign partnerships.
- Cultivate relationships with donors, sponsors, and allied organizations.
- Serve as the **key contact for electoral and legislative partners**, including Pro Georgia, FICPFM, WFP, and the Voter Justice Project.

**Additional duties as required.**



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### Skills:

- Creative problem-solving and innovation
- Strong communication skills
- Excellent time management
- A growth mindset
- Emotional intelligence
- Collaboration and teamwork
- Adaptability
- Active listening
- Leadership
- Flexibility and openness
- Willingness to travel, work evenings, and weekends

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### Qualifications:

- **Experience:** Minimum 5 years of campaign management, advocacy, or grassroots organizing experience, preferably in social justice, criminal justice reform, voting rights, or electoral justice.
- **Leadership Skills:** Proven ability to **supervise staff, lead teams, and develop strategic plans.**
- **Advocacy Expertise:** Strong knowledge of **voting rights laws**, disenfranchisement policies, and criminal justice reform issues.
- **Strategic Thinking:** Ability to **design and execute effective field plans**, particularly for voter engagement and rights restoration campaigns.
- **Data & Technology:** Proficiency in **Every Action, Action Network, VAN, Blocks, ThruTalk, ThruText**, and Google Workspace.
- **Communications:** Strong written and verbal skills with experience in **public speaking, press outreach, and campaign messaging.**
- **Collaboration & Relationship-Building:** Ability to **work with diverse communities, legislators, and advocacy groups.**

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### Preferred Qualifications:

- **Justice-impacted individual.**
  - Experience supervising **organizers, volunteers, or campaign staff.**
  - Familiarity with **quality control software** for campaign tracking.
  - Knowledge of **coalition-building** and **legislative advocacy.**
  - Experience in **event planning, outreach, and community engagement.**
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### Salary and Benefits:

- Competitive salary based on experience.
- Comprehensive health, dental, and vision coverage.
- Generous paid time off and flexible work arrangements.
- Opportunities for professional development and training.
- A supportive and collaborative work environment.

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### How to Apply:

Submit your **resume and cover letter** to [hr@barredbusiness.org](mailto:hr@barredbusiness.org) with the subject line: **"Campaign Manager Application - [Your Name]"**

**We strongly encourage justice-impacted individuals and candidates from diverse backgrounds to apply.**

Barred Business is an **equal-opportunity employer** committed to **diversity, equity, and inclusion**. We welcome applications from **justice-impacted individuals, LGBTQIA+ people, Trans people of color, and other marginalized communities**.

Learn more about our work at [www.barredbusiness.org](http://www.barredbusiness.org).

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