



THE
COMMONWEALTH
INSTITUTE

Revenue Campaign Manager

The Commonwealth Institute for Fiscal Analysis (TCI) provides independent research and analysis of state fiscal and economic policy issues in Virginia, with a focus on how these issues affect people with low and moderate incomes in the Commonwealth. TCI's mission is to use policy research and analysis to advance the well-being of Virginia communities and improve the economic security and social opportunities of all Virginians.

TCI respects, values, and celebrates the attributes, characteristics, and perspectives that make each person unique. Bringing diverse individuals together allows TCI and allies to collectively and more effectively address the issues that face Virginia communities. TCI further recognizes that we live and work in a society that is structured by racism and white privilege, both of which adversely impact communities of color. It is one of TCI's core values that its organizational culture, staff, partners, strategies, and investments advance racial justice within and beyond the organization.

Position Overview

The Revenue Campaign Manager oversees the successful execution of TCI and partner's multi-pronged campaign to secure expanded progressive revenue options over the 2021 and 2022 legislative sessions and potentially beyond.

Key Responsibilities

Drive execution for the campaign

- Manage and coordinate day-to-day operations of statewide issue campaign, including: communication/media/digital/mail, grassroots/field, coalition outreach and management, quantitative and qualitative research, analytics, relationships with political and civic leaders, and internal campaign administration. This work will be supported by campaign partner organizations.
- Draft and implement a campaign plan, working closely with the Senior Vice President (SVP) for Program Management and Operations. In addition, with the SVP, work with outside vendors and consultants to execute various tactics and programmatic activities.
- Create a coalition and recruit partners who have grassroots presence to execute strong grassroots engagement on the issue and manage relationships with those organizations
- Engage grassroots organizations and organizations of color to be involved in the revenue advocacy efforts

- Work with policy staff to capitalize on opportunities for engagement and mobilization within the legislative process
- Serve as a point of contact for local, regional, statewide and national media outlets seeking information regarding the campaign

Keys to Success

- Wake up each day thinking how best to deploy all the resources at your disposal to advance tax and revenue policy in Virginia
- Regularly assess what is working and what isn't
- Adapt to changing circumstances and adjust tactics and strategy accordingly
- Establish regular communication channels with key TCI staff
- Track activities and outcomes across campaign tactics
- Adopt a problem-solver approach
- Manage up

Required Qualifications

- Previous experience managing an electoral or issue based advocacy campaign is strongly preferred but not required. .
- Excellent communication skills (both written and oral) and ability to facilitate meetings with diverse participation.
- Working knowledge of Virginia's legislative landscape
- A self-starter with strong organizational skills, leadership ability, and a sense of humor
- Ability to perform in cross-functional team approach and job responsibilities
- Ability to multitask and work well under pressure
- Ability to prioritize work, meet deadlines, and produce quality results on time with attention to detail

Candidates should also be comfortable working in an open office environment that fosters critical collaboration among colleagues. TCI embraces an "all hands on deck" work environment where everyone is vital to its success and there is a sense of both individual ownership and shared purpose. TCI's focus is on outcomes, so its work style allows for flexibility and a solid work-life balance. With the current COVID-19 health pandemic, this role will begin as a fully remote position. Once the TCI office reopens, this position will move to our office in Richmond, VA.

REPORTS TO: Senior Vice President, Program Management and Operations

BASED IN: Richmond, VA

TRAVEL: Occasional travel within and out of state may be requested.

SALARY and BENEFITS: This position would offer a salary range \$70,000-\$75,000 annually, depending on experience. TCI also provides generous benefits, including comprehensive health care, dental, and vision coverage; generous vacation leave; and a retirement plan with organizational matching contributions.

TO APPLY: Send cover letter and resume to Patrick Getlein at getlein@thecommonwealthinstitute.org with the subject line: Campaign Manager Posting. No phone calls or other email inquiries, please.

The Commonwealth Institute for Fiscal Analysis is a 501(c)(3) non-profit organization. We are an equal employment opportunity employer committed to building a diverse and inclusive workplace. Women and people of color are encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran status, any other class protected under the law, and any other consideration that serves to exclude qualified applicants.