



2020 Member Organizer Lead Job Description

A Member Organizer Lead (Lead) must, among other key traits, possess strong leadership skills, e.g. the ability to motivate a group of people to act towards achieving UFCW's 2020 electoral goals. The Lead must keep a good attitude and stay positive especially when working with other member organizers, even when the work may be difficult or frustrating. **The Lead sets the tone for creating a positive team dynamic.** A professional, but approachable manner is a must for any potential Lead.

Additionally, it is imperative Leads be computer literate and able to support and assist member organizers with computer issues. Leads will also be expected to have a working knowledge of social media and provide guidance on appropriate content and engagement.

Leads will be expected to work more than 40+ hours on their assignment each week. This will mean at times early morning hours, late evening hours, and weekend work. They will be responsible for coaching, training, and holding accountable a team of Member Organizers from their own local or from another local to engage in the 2020 election. They will report to an assigned International Union (IU) staff person and must be assessable.

The work will include leading Member Organizers in the following activities, depending on external circumstances, most of this work will be done through digital, text, and phone communication:

1. Voter registration;
2. Vote-by-mail sign-up and ballot chase;
3. Educating fellow members on issue and candidate education;
4. Reviewing social media content, sharing, and tracking posts; and
5. Having issue-based persuasion & GOTV conversations on the phone, social media, and other digital means.

A Lead must be well organized and ensure that their teams have what they need to do their job including:

1. Comprehensive training and retraining as necessary;
2. Materials – phones, computers, digital voter lists, etc.;
3. Understanding on how to use technology such as VAN, Excel, and various social media platforms;
4. Understanding of what is being said about the target race in the media as well as how to successfully pivot on attacks both online and over the phone;

5. Regular team check-ins that include important updates, sharing best practices, and providing space for people to bring up challenges and to discuss solutions, and be prepared to ensure that all team members are aware of meetings or calls that are scheduled; and
6. Regular one-on-one check-ins with the member organizers on their team.

A Lead must also be a good communicator with their point person at the IU. This entails:

1. Participating in check-ins with the IU staff person who is their supervisor and participating in Lead conference calls or webinars;
2. Taking corrective feedback and being comfortable instituting programmatic changes as directed, and;
3. Providing an honest report-out of individual member organizer strengths, challenges, and any individual support that may be needed for success.

A Lead must use good judgment and ensure that the team under their direction is:

1. Meeting goals;
2. Creating a positive team dynamic of supporting each other;
3. Reviewing and monitoring team member engagement on social media and on the phone; and
4. When issues arise, use good judgment on appropriate next steps, i.e. if this is something that the Lead should troubleshoot or if it should be raised immediately to the IU point person for problem solving.

A Lead must be comfortable with technology or willing to learn how to:

1. Use VAN for committing data as well as organizing data entry when necessary;
2. Ability to use Google excel spreadsheets for tracking and nightly reporting;
3. Ability to write-up a daily feedback loop report to the IU point person;
4. Ability to pull data reports for the VAN for team meetings and report outs; and
5. The ability to troubleshoot computer, technology, and phone issues.