

## Coordinated Campaign Data and Analytics Director

### Introduction

The Florida Democratic Party is seeking applicants for Coordinated Campaign Data and Analytics Directors for the 2022 election cycle. Candidates should be highly motivated, problem-solving, and organized individuals who are passionate about defending and expanding our Democratic Senate majority.

### Responsibilities

- Build and maintain automated and one-off reports and dashboards to assist other departments and senior staff with tracking program metrics and progress
- Work with other departments to collect and generate data and analytics which provide actionable insights and clear program goals
- Create targeted volunteer and voter contact universes, tailored for specific contact modes
- Administer and support VAN and other voter contact tools to promote data integrity and cleanliness, and monitor data pipelines between tools
- Develop trainings and support materials on best practices and standards with VAN and voter contact tools
- Analyze voter contact results, program health, and other data relevant to programs and present relevant findings to leadership
- Other duties as needed.

### Skills and Qualifications

#### *Technical skills*

- At least one cycle of electoral or advocacy campaign experience is required; one cycle as a Deputy Data Director is preferred
- Prior analytics, targeting, or reporting experience is required
- Advanced knowledge of VAN and Excel or Google Sheets is required
- Intermediate or advanced experience in SQL is required
- R, Python, or any other language efficient for analyzing large datasets is helpful but not required
- Experience using data visualization tools including Tableau, Google Data Studio, or Shiny is recommended
- Familiarity with predictive models and probabilities, and their application to voter targeting
- Experience designing, building, or using automated reports and dashboards to track program metrics

#### *Communication, collaboration and team management*

- At least two years of experience communicating technical concepts to non-technical audiences of all manner; experience with explaining how analytical findings translate into better campaign programs, strategies, and tactics. A demonstrated ability to present data-driven recommendations to a wide range of stakeholders in a clear and persuasive manner.
- Strong problem-solving skills, and the ability to thrive in a fast-paced, evolving environment.
- Highly collaborative approach to collaborating with other teams.
- Strong written and verbal communication skills.
- Diplomatic, professional approach to problem solving.

### Logistics

- Position is based in Florida
- Must have a valid driver's license, reliable mode of transportation and the ability to travel extensively at times throughout the state for more than a day at a time
- Must be able to travel often for several days at a time
- Office hours are 9:00AM – 6:00PM, Monday through Friday, however, evening and weekend hours will be needed regularly

### **Salary & Benefits**

The salary is commensurate upon experience and is negotiable. This is a full-time position and available immediately. Position includes full health, dental, and vision benefits.

### **How to Apply**

Please send an email with your resume and cover letter to [marcus@floridadems.org](mailto:marcus@floridadems.org). Please send an email with your resume and cover letter to [marcus@floridadems.org](mailto:marcus@floridadems.org). Please write "RESUME – Coordinated Data Director" in the subject line by November 14, 2021.

### **Disclaimer**

The Florida Democratic Party is committed to diversity among its staff, and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. The FDP is an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, veteran status, gender identity or expression, ethnic identity or physical disability, or any other legally protected basis.