

TAKE BACK TENNESSEE

Position: Data Director

Start Date: February 2022

Location: Nashville, TN

Reports To: Executive Director and Coordinated Campaign Director

Position Summary: The Data Director will be a core member of the TNDP for 2022 and beyond. The Data Director is responsible for creating persuasion, mobilization, and volunteer recruitment universes as well as reporting structures to track progress to goal across the state. The Data Director will manage the data team including the Deputy Data Director and Data Associates. The Data Director will strategize on paths to victory, analyze data, and work with TNDP leadership to turn Tennessee blue.

The 2022 Tennessee Coordinated Campaign, Take Back Tennessee, is the inaugural year of the path to turn Tennessee blue. Joining Take Back Tennessee will give staffers the chance to get in on the ground level of making history in Tennessee as well as run an innovative program that is equal parts experimental and strategic. The potential for 2022 includes registering over 200,000 new voters in Tennessee, flipping several seats across the state, pushing more districts into the flippable zone for 2024, and growing our Democratic momentum. This position will require occasional travel and is an in-person position based out of the TNDP's Nashville, TN headquarters. Irregular hours including nights and weekends as well as increasing hours are an expectation of the job.

Essential Duties and Responsibilities:

- Work closely with the DNC and Secretary of State's office to ensure timely and accurate updates of the voter file, absentee data, and polling locations
- Administer the TNDP's VAN committees, including user permissions, accounts, shared data sets, and other settings
- Develop and deliver training and best practices, particularly around VAN and other voter contact tools
- Provide support to committee admins and users by setting up troubleshooting standards and systems of communication
- Oversee contracts, payments, and access for VAN
- Create voter contact and volunteer recruitment universes
- Produce analysis of voter contact results, program health, early vote and absentee turnout, voter registration, and other data relevant to campaigns and present these effectively to leadership
- Build automated workflows to streamline data tasks
- Help the TNDP make smart, efficient choices about their technology and choice of vendors
- Build and maintain automated and one-off reports and dashboards to assist other departments and senior staff with tracking program metrics and progress

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- 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
- Maintain data integrity within VoteBuilder via regular Voter File updates, enforcing protocol for database organization, and ongoing data hygiene practices;
- Manage, enhance, and provide analysis of volunteer recruitment database, voter contact results, program health, early vote, voter registration, virtual predictive dialer, web-based programs, and text messaging programs, and other data relevant to campaigns, and present these outcomes effectively to leadership and external stakeholders
- Create voter contact and volunteer recruitment universes for the Coordinated Campaign by providing technical perspective at the strategic and tactical levels including assistance with metrics and goals
- Lead data presentation development. Must be comfortable developing district profiles, landscape memos, slide show presentations, and other documents to communicate data analysis or projections with key stakeholders
- Standardize and effectively communicate data from multiple sources to produce complex reports
- Work directly to elect candidates to office, taking care of all data needs partner campaigns may have
- Communicate findings to internal and external stakeholders
- Work with other teams to create actionable reporting products
- Write SQL to analyze data and build reports or dashboards
- Write Python-based data pipelines
- Learning DVC platforms and providing advice on best practices
- Tracking and disseminating analysis of voter contact results, early vote and absentee turnout, voter registration and other data relevant to campaigns
- Collecting raw political data and converting it to usable form for analysis; scrubbing and matching acquired lists back to the voter file (VoteBuilder, Catalist or offline)
- Administer VAN (Votebuilder) access and implement VAN (Votebuilder) policies
- Take initiative and provide data-oriented solutions to departments across the organization
- Manage the Deputy Data Director and Data Associates to meet goals
- Other duties as assigned

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Preferred Qualifications:

- Familiarity with GIS
- Familiarity with BigQuery SQL
- Experience with social network data
- Experience managing managers

Required Qualifications:

- 4+ years of political campaign, advocacy, non-profit experience
- 3+ years experience in political campaign data work
- Experience managing staff
- Fluency in VAN/Votebuilder, including experience in VAN administration
- Experience managing a statewide voter file
- Strong proficiency in SQL and relational database management systems
- Familiarity with Python, or other programming language for analyzing large datasets
- Knowledge of volunteer and paid tactics, and deploying them effectively and efficiently
- Experience developing and implementing campaign field plans
- Data Visualization experience using Tableau, d3, Google Data Studio, or another data visualization platform
- Track record of communicating data-driven recommendations to non-technical audiences
- Familiarity with A2P and P2P platforms, RVP tools, autodialers, Mobilize, and other voter contact tools
- Familiarity with predictive models and their application to voter targeting
- Experience designing, building, and using automated reports and dashboards to track program metrics
- Comfortable with technology and learning new systems
- Solutions-oriented, creative, and flexible - every day will look different, and it's important to have a positive attitude, be a team player, and find creative solutions
- Ability to communicate clearly and proactively both internally and with external partners
- Ability to manage multiple projects independently and navigate competing priorities
- Resilient, resourceful, and adaptive to priority shifts and change
- Values and prioritizes diversity, equity, and inclusion and enjoys working with people of diverse backgrounds and cultures
- Believes in and lives out the TNDP's and DNC's mission and values

Salary and Benefits: This is a full-time position through 2022 and beyond. This position pays \$5,000-\$6,500 per month. Benefits include 100% employer coverage of medical and dental insurance as well as mileage reimbursements and 1 week each January plus 1 days of PTO gained per month. Staff may not use time off on blackout dates, and applicants are encouraged to inquire about blackout dates and work schedules during the interview process.

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To Apply: Email a current resume to jobs@tndp.org. Include the subject line “Data Director.” In the body of the email, tell us your anticipated start date and why you want to come Take Back Tennessee in 3 sentences or less.

The Tennessee Democratic Party (TNDP), 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 TNDP 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 disability, or any other legally protected basis. The TNDP is committed to providing reasonable accommodations to individuals with disabilities in the hiring process and on the job, as required by applicable law. The TNDP will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

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