

CAMPAIGN MANAGER SKILLS TEST



OVERVIEW

Before making the most important hire for the campaign, it's important to not only get a feel for management style, but also for strategy chops. This is difficult to interview for, so we are asking all final round candidates for the position to complete a brief skills test.

INSTRUCTIONS

In no more than 4-5 pages, craft a memo that outlines the major components of your strategic approach to this campaign. You may format this document in whatever style you choose, but aim for a balance of concision and specificity. We are not asking for and do not expect a fully fleshed out plan. While we hope to see your best work, we do not expect this document to be comprehensive. The goal of this exercise is to show us how you think, prioritize, and plan to operationalize an effective campaign strategy in the 2018 climate.

While you should not feel limited by the list below, please be sure to include the following:

- 1) A brief summary of the candidate's strengths and challenges in the context of their district
- 2) An overview of the overarching goals, strategy, tactics you will employ
- 3) A synthesis of your approach to message development and amplification
- 4) An organizational chart
- 5) A phased campaign timeline
- 6) A top-line budget, assuming that you are projected to raise \$1.5M over the remainder of the cycle
 - o *This can be a simple table showing us the overall breakdown of funds. We are not looking for an excel document or a month-by-month, line item budget. We simply want to see how the campaign's spending reflects your strategic priorities.*