



POST-CAMPAIGN SKILL MATCH

WHAT YOU DID...	SKILLS & EXPERIENCES YOU SHOULD HIGHLIGHT	ROLES TO CONSIDER
<p>FIELD</p>	<ul style="list-style-type: none"> ✓ Field planning ✓ Network management ✓ Phones ✓ Canvassing ✓ Database management ✓ Activity tracking, reporting & evaluation ✓ Writing for field/materials production ✓ Website content development ✓ Media integration ✓ Policy integration ✓ Meeting facilitation ✓ Training ✓ Coalition building ✓ Event planning ✓ Logistics ✓ Team management ✓ Hiring ✓ Budgeting ✓ Fundraising 	<ul style="list-style-type: none"> ★ Field ★ Training ★ Management ★ Outreach ★ Communications ★ New Media ★ Research ★ Customer Service <p style="text-align: center;">SECTORS</p> <p>Non-profit issue advocacy Private sector Consulting Government International Development State/National Legislature</p>

WHAT YOU DID...	SKILLS & EXPERIENCES YOU SHOULD HIGHLIGHT	ROLES TO CONSIDER
<p>FINANCE / FUNDRAISING</p>	<ul style="list-style-type: none"> ✓ Grant writing ✓ Grant management ✓ Event planning ✓ Cultivation of donors ✓ Donor/prospect research ✓ Pitching ✓ Direct solicitation ✓ Message development ✓ Policy integration ✓ Reporting ✓ SMART Goal setting ✓ Database management ✓ Team management ✓ Budgeting ✓ Hiring 	<ul style="list-style-type: none"> ★ Development ★ Outreach ★ Finance ★ Management <p style="text-align: center;">SECTORS</p> <p>Non-profit issue advocacy Private sector Consulting Government International Development</p>

WHAT YOU DID...	SKILLS & EXPERIENCES YOU SHOULD HIGHLIGHT	ROLES TO CONSIDER
<p>RESEARCH</p>	<ul style="list-style-type: none"> ✓ Data collection ✓ Creation & maintenance of databases ✓ Synthesize data and information ✓ Research and write reports, policy briefs, etc ✓ In-depth, specific knowledge ✓ Broad, general knowledge ✓ Blogging ✓ Public speaking ✓ Media spokesperson ✓ Contact cultivation ✓ Work collaboratively with research and other teams ✓ Team management ✓ Budgeting ✓ Hiring 	<ul style="list-style-type: none"> ★ Research ★ Policy ★ Data ★ Outreach / Communications ★ Management <li style="text-align: center;">SECTORS State/National Legislature Non-profit issue advocacy Private sector Consulting Government International Development

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<p style="text-align: center;">DATA</p>	<ul style="list-style-type: none"> ✓ Compile and standardize information from various sources ✓ Utilize and analyze polling data, election results, campaign finance data, census data, media spending, vote history data, etc. ✓ Audit previously collected datasets for accuracy or changes ✓ Analyze and compile political data for use in presentations and memos ✓ Create data visualizations such as maps, charts, & graphs for reports and on the web ✓ Contribute to online analysis and content ✓ Identify target voters on voter file and manage ongoing voter contact program ✓ Create and manage base voter contact list for campaigns ✓ Develop voter contact plan including phones, mail, and canvassing for persuasion, absentee mail, and GOTV. ✓ Manage logistics of mail, phones and data collection and tracking ✓ Works with other staff to support data needs ✓ Team management ✓ Budgeting ✓ Hiring 	<ul style="list-style-type: none"> ★ Data ★ Research ★ Field ★ Management <p style="text-align: center;">SECTORS</p> <p>State/National Legislature Non-profit issue advocacy Private sector Consulting Government International Development</p>

WHAT YOU DID...	SKILLS & EXPERIENCES YOU SHOULD HIGHLIGHT	ROLES TO CONSIDER
<p>NEW MEDIA</p>	<ul style="list-style-type: none"> ✓ Online engagement strategy ✓ Monitoring & analyzing stats ✓ Editing & creating content ✓ Online advocacy, community-outreach efforts, promotions, etc. ✓ Establishing relationships with strategic partners ✓ Interactive web design ✓ Microsite design ✓ Online Advertising ✓ Graphic design ✓ Project management ✓ Recruiting & managing staff ✓ Creating work plans & timelines 	<ul style="list-style-type: none"> ★ New Media / Online Organizing ★ Technology ★ Data ★ Communications ★ Management ★ Research <p style="text-align: center;">SECTORS</p> <p>Non-profit issue advocacy Private sector Consulting Government State/National Legislature International Development</p>

WHAT YOU DID...	SKILLS & EXPERIENCES YOU SHOULD HIGHLIGHT	ROLES TO CONSIDER
<p>TECHNOLOGY</p>	<ul style="list-style-type: none"> ✓ CMS and CRM management ✓ Content updating, form creation, etc. ✓ Social Media ✓ HTML and CSS, other coding knowledge ✓ Problem solving ✓ Monitoring and analyzing performance stats – open rates, conversion rates, hits, etc. ✓ Mapping, data visualization and information analysis ✓ Interactive web design ✓ Microsite design ✓ Online Advertising ✓ Graphic design ✓ Audio/video editing ✓ Identify promising, innovative technologies ✓ Write and edits blog posts, case studies, program proposals, concept papers, and program reports ✓ Write and promote best tech practices, case studies, technical and non-technical guides for staff ✓ Team management and support ✓ Train staff and volunteers 	<ul style="list-style-type: none"> ★ Technology ★ Data ★ Communications ★ New Media/Online Organizing ★ Management ★ Research <p style="text-align: center;">SECTORS</p> <p>Non-profit issue advocacy Private sector Consulting Government State/National Legislature International Development</p>

WHAT YOU DID...	SKILLS & EXPERIENCES YOU SHOULD HIGHLIGHT	ROLES TO CONSIDER
<p>COMMUNICATIONS</p>	<ul style="list-style-type: none"> ✓ Develop and implement a long-term strategic communications plans ✓ Design and manage communications campaigns and messages ✓ Manage organizational brand and message discipline across programmatic materials, including press releases, op-eds, speeches, online content, events and fundraising. ✓ Produce written materials, including op-eds, memos and reports ✓ Cultivate and maintain relationships with key reporters ✓ Serve as media spokesperson. ✓ Coordinate communications to constituency, membership ✓ Provide strategic communications guidance and assistance for partner organizations. ✓ Manage staff, consultants, and volunteers ✓ Budgeting 	<ul style="list-style-type: none"> ★ Communications ★ Research ★ Management ★ New Media / Online Organizing ★ Technology ★ Data <p style="text-align: center;">SECTORS</p> <p>Non-profit issue advocacy Private sector Consulting Government State/National Legislature International Development</p>

WHAT YOU DID...	SKILLS & EXPERIENCES YOU SHOULD HIGHLIGHT	ROLES TO CONSIDER
<p>COMPLIANCE</p>	<ul style="list-style-type: none"> ✓ Maintain a documented system of accounting policies and procedures. ✓ Manage outsourced functions, i.e., services, contractors and temps. ✓ Transactions ✓ Process campaign contributions and disbursements ✓ Accounts payable, accounts receivable, payroll and benefits, bank reconciliations, ✓ Maintain an orderly accounting filing system. ✓ Reporting: financial statements, board reports, annual budgets, costs, etc. ✓ Compliance: campaign finance law, tax filing, audits ✓ Maintain campaign database ✓ Team management and support ✓ Train staff 	<ul style="list-style-type: none"> ★ Finance ★ Controller ★ Technology ★ Data ★ Management <p style="text-align: center;">SECTORS</p> <p>Non-profit issue advocacy Private sector Consulting Government State/National Legislature International Development</p>