



2020 Member Organizer Job Description

In 2020, Member Organizers (MO) must exhibit certain traits for success. Like previous cycles, it is important that the MO's be able to engage effectively with their fellow members. However, they also need to have technical savvy along with strong verbal and written communication skills to be effective. Because a large portion of their work will be remote, it is also critical that MOs are self-starters who will be accountable to complete their work in an independent setting.

The work of the MOs will be done primarily on the phone, online, and through text, therefore the following qualities are critical:

- Self-starter and will hold themselves accountable to be productive in a remote work environment;
- Familiarity with social media platforms and be willing to use accounts to reach other members;
- Comfortable with regularly using a computer and has reliable internet;
- Can be counted on to check email multiple times a day and use online interfaces to get access to tools and materials;
- Not be overwhelmed by using multiple online interfaces;
- Empowered to try to troubleshoot technical issues themselves before asking for assistance;
- Ability to recruit and manage relationships with worksite activists, get them necessary materials, and do data tracking for their outreach; and
- Will be responsible for building out program in a specific set of worksites via the phone, text, and on organic social media.

MO work will center around the following corner-stone program items:

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