

Talent Translation Guide

Campaign & Federal Experience Cheatsheet for State & Local Governments

Looking to build the capacity of your team with proven public servants? Campaign and federal government staff bring unique skills that can transform your operations and support on-the-ground implementation of major federal initiatives. Here's your guide to understanding their expertise.

Campaign experience decoded



Junior/Entry-level (1-2 years or 1 "cycle")

Titles: Organizer (Field, Regional, Campus), Associate (Finance, Political, Voter Protection)

- Expertise in directly interfacing with members of the public to educate and persuade people to take action
- Excellent skills in customer service, community outreach and engagement, volunteer recruitment and coordination, leading trainings, and event planning
- Responsible for building relationships with key leaders in geographic regions such as a small city or neighborhood of a large city, and implementing outreach strategies based on region demographics

Junior staff gain significant exposure to rapid change and high-pressure environments, develop independent decision making skills, hold responsibility for coordinating with external stakeholders and are held accountable for reaching quantitative outcome metrics.

Good fit for: Assistant/Coordinator, roles that require interfacing with the public and building consensus

Titles: Press Assistant, Trips Assistant, Press Secretary, Advance Associate, Engagement/Distributed Organizer

- Typically well rounded "do it all" communications skillset including design, written materials, social media, digital engagement, event management
- Comfortable with fast-paced, changing environments, long hours and travel
- "Trips" and "Press" staff are typically experienced with interfacing professionally with and briefing senior government officials

Mid-level (3-5 years or 2 "cycles")

Titles: Coalitions Manager, Deputy Director (Field, Data, Digital, Comms, Voter Protection), Regional Organizing Director

- Very demanding roles for people management, including training, mentoring and supervising large teams of diverse experience levels (likely manage at least 5 but potentially up to dozens of team members)
- Have built on experience and skills associated with junior roles, including community engagement

Good fit for: Operations, legislative, policy implementation roles, especially those that require managing teams

Senior (5+ years or 3+ "cycles")

Titles: Campaign Manager, Chief of Staff/Chief Operating Officer, Senior Advisor, Director-level, including: GOTV (Get Out the Vote) Director, National Director

- Big-picture strategists who deliver outcomes while managing complex relationships with stakeholders
- Public-facing leaders who represent the mission and champion program goals externally
- Partnership builders who coordinate efforts with consultants, state/local partners, and national organizations
- Experienced with making data-driven decisions, adjusting resource allocation to achieve specific outcomes (ex: engagement with members of the public, press outcomes, exposure for candidate)
- Typically have direct experience with the candidate and executive decision-making

Good fit for: Chief of Staff, Deputy Chief of Staff, Public-private partnership roles, senior policy implementation roles



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Federal experience translated

PRO TIP

White House and agency titles may share names but reflect different levels of responsibility. Check the candidates' years of experience to better understand their level, particularly for senior positions like Chief of Staff or Senior Advisor.

Title breakdown

White House Liaison

A maestro of internal communications and HR coordination, adept at resume screening, placement strategy, and interdepartmental collaboration. Highly organized and detail-oriented with a talent for managing competing priorities.

Policy Advisor

Architects of policy goals and strategies, these professionals excel at crafting actionable memos, designing strategy, and tracking progress to achieve significant policy milestones.

Chief of Staff

These leaders combine day-to-day operational management with the strategic foresight needed to advance long-term objectives. They can handle anything from staff management and scheduling to working with a principal and focusing on the major goals of that principal or their office.

Staff Assistant vs. Special Assistant

Staff assistants are entry-level and handle core administrative tasks, while special assistants balance administrative duties with managing impactful projects, often holding mid-level responsibilities.

What makes these candidates special

- They're mission-driven and deadline-tested, with the endurance and commitment to tackle long hours and complex issues
- Adaptability in high-pressure, rapidly changing environments
- Exceptional problem-solving skills, with the ability to pivot quickly and prioritize effectively

Ready to tap into this talent pool?

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