



HOW TO

**HIRE THE  
RIGHT STAFF**



## **PRO TIP:**

**Put Majority Hunter to work for you. A free service for GOP campaigns, candidates and staff, Majority Hunter recruits and places top GOP operatives with campaign job opportunities across the country. From campaign managers to communications directors, from grassroots directors to social media staff, Majority Hunter can help your campaign find the right staff for the campaign now and your official office after winning.**

clearly define their roles. Reach out to your local university College Republicans (or other conservative clubs), political science department, career services center and Greek organizations. Ask the groups if you would be able to speak at a meeting, put a notice in a newsletter or hang a flier in their office.

## **2. WHO TO RECRUIT?**

As a general rule, seek out individuals who share a common vision and exhibit integrity, loyalty and work ethic above all else. More often than not, campaign staffers are interns, entry-level or part-time.

### **Pro Tip:**

*Some of the most successful campaign staffers can be found in the food service industry. Servers and bartenders are often the most personable people you'll meet, with a strong work ethic to match. They are often part-time, working nights or weekends, and have the time to devote to a campaign.*

## **WHERE TO START**

Whether it is a small municipal race or a statewide election, staffing a campaign can be a daunting task. Knowing how and who to recruit at the onset of a campaign is a crucial component in assembling a capable and winning team.

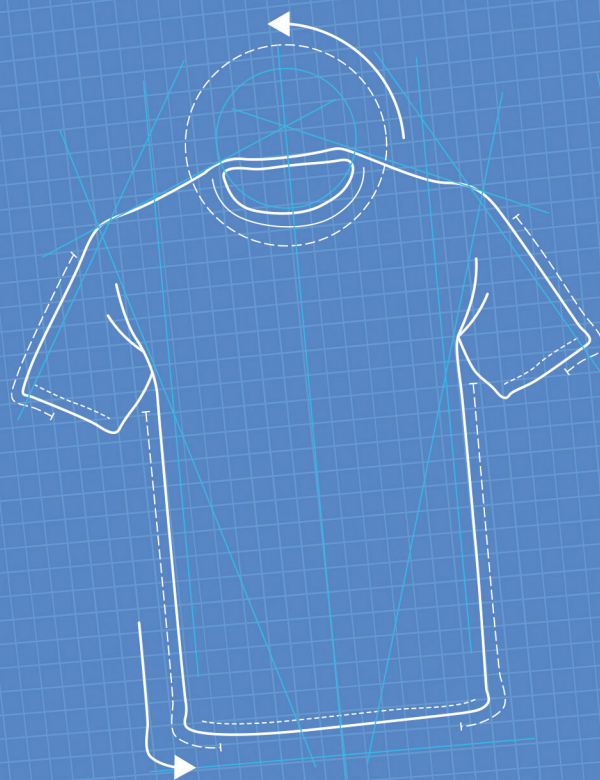
### **1. HOW TO RECRUIT?**

Begin with the resources and network you and the candidate already have at hand and develop a strategy and hiring goals. The size of the campaign will determine the resources. How many staff members are needed? Will you have multiple field offices? Are the positions paid, and if so, how much?

Are you working for an established candidate, with a broad support base? Great. Reach out to individuals who have publicly pledged their support. Use the candidate and his/her institutional knowledge and network to find those willing to work for the campaign. Do you have past colleagues or acquaintances that support the candidate and his/her platform? Great. Seek out those within your own personal network to see if they would like a job or volunteer.

Once you have exhausted both the candidate's and your own personal network, you may begin reaching out to like-minded groups, but this is where it gets more difficult.

Begin with a strategy. Outline how many staffers you may need and



### 3. HOW TO HIRE?

To staff the various roles on a campaign, you need to look for individuals well suited to the skill set needed for each position. Campaign managers need to be personable, driven and extremely organized. Grassroots directors need to be self-motivated, engaging and focused. Social media and communications directors must be poised, knowledgeable and quick on their feet.

**Pro Tip:**

*Use your best judgment and keep character in mind. Hiring someone purely because of an impressive resume or important references is not necessarily a bad idea, but that prospective employee must buy into the shared-sacrifice needed for a grueling race.*

*Always remember to look through the candidate's social media posts to gain a better sense of who it is you will be potentially hiring. Candidates might seem great on their resume, but could be posting numerous party pics, spouting out extreme opinions on issues that could effect your campaign.*

### 4. INTERVIEWING?

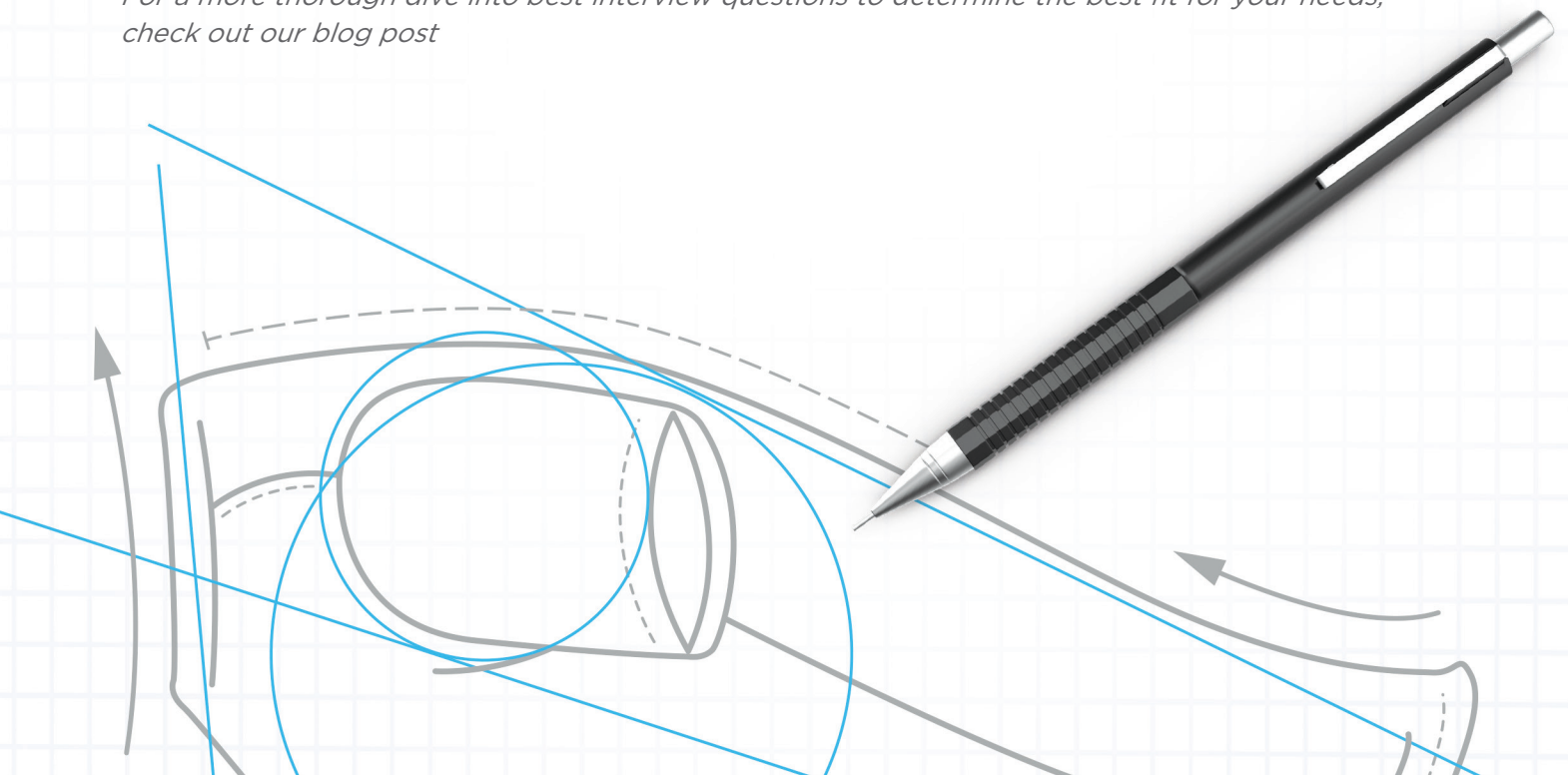
Not all interviewees will be qualified for a position in finance or communications but may excel in field operations or as a coalition builder. Know what roles you need to fill and what the responsibilities are needed to fill those rolls. Then keep an open mind and be willing to shift an interviewee to a position that fits their skill set, even if that's a different opportunity than what they applied for.

Once you have filled different positions, continue to recruit from within, identifying entry-level field staffers who may be qualified for a promotion through their hard work and skill set.

**Pro Tip:**

*When interviewing a potential hire, be clear and definite about the position you are hiring for and the duties, responsibilities, daily tasks associated with the position. Be straightforward with the benefits, compensation, and rules of the campaign. Explain the qualities you are looking for in a prospective employee and the vision of the campaign. Ask questions of the interviewee to be sure they will be a good fit and have likeminded perspective of the campaign, candidate, and goals. Explain there will be opportunities for advancement, but they must be willing to perform the entry-level work.*

*For a more thorough dive into best interview questions to determine the best fit for your needs, check out our blog post*



## 5. TRAINING?

A potentially great staff cannot execute a successful campaign if not given the tools, instruction and training to succeed. Senior staff should have a management plan, training program and established rules.

Management should disseminate an understandable and unambiguous campaign manual, whether it be a published document or poster on the wall. The manual should serve as a “how to”, FAQ, general rules and guidelines and outline the training for each position. The campaign can go further, offering a pact between campaign and staffer, outlining the rules of the office, how to conduct oneself, and personal responsibilities.

Aside from the rules or bylaws as mentioned above, specific training must be provided. How do the phones work? What is the script? How does one respond to a specific question from a voter? What are the safe and best practices of canvassing operations? What is there is a big dog in a yard? Who do I call for help?

**Pro Tip:**

*Don't assume your staff knows the importance of certain operations. Explain why things need to be done a certain way, what next steps are and why that staffers role is important. Knowing the big picture can go far in team building and overall success.*

**REMEMBER:** THE TRAINING DOESN'T END DURING ORIENTATION. DAILY, WEEKLY OR MONTHLY MEETINGS SHOULD BE CONDUCTED BETWEEN MANAGEMENT AND STAFF TO DISCUSS QUESTIONS, PROBLEMS OR SITUATIONS AS THEY ARISE AND THE BEST POSSIBLE SOLUTION FOR EACH.

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