



PROGRAM DIRECTOR FOR VOTER REGISTRATION AND EDUCATION

Job Description

Role: The Voter Registration and Education Program Director is responsible for developing projects that pertain to voter registration, getting-out-the-vote and voter education. The Program Director of Voter Registration and Education serves on the Board of Directors.

General Responsibilities:

- Participate in Board activities: planning and development, orientation and training, and succession planning.
- Ensure that all Voter Services activities maintain the League's nonpartisan policy.
- Prepare monthly activities reports for Board meetings

Voter Registration/Tabling/Get Out the Vote

- Coordinate voter registration sites.
- Set up sites with materials, i.e., handouts, tables, chairs, table coverings and other materials that are needed to register voters.
- Arrange and participate at voter registration and education sites for local, midterm, primary and general elections.
- Provide tabling for League functions as requested.
- Deliver materials to sites.
- Collect all data sheets for analysis.
- Provide training to new Voter Registration Agents (VRAs) and review for continuing VRAs.
- Confirm previous year's sites for commitment to continue allowing voter registration, including days and times site will be available.
- Work with VP PR/Communication to coordinate announcements and advertisement of sites.

Materials: Design and Distribution

- Work with the VP PR/Communications to publicize voter services activities.
- Work with the VP PR/Communications to review and update website content related to Voter Services/Registration.
- Update posters, flyers and other materials as needed to promote voter registration and "get out the vote" motivation.
- Create voter stand-alone displays using sandwich boards and other holders.

Data Collection and Reporting

- Collect data on number of voters registered include first time voters and change of status voters and those individuals requesting election information.
- Create a database that can generate reports.
- With the consent of the person being registered, keep contact information so VRAs can follow up on those individuals served to determine program effectiveness

Volunteer Recruitment/Site Development

- Using the current volunteer registration list, verify registrars who want to continue.
- Send out request for volunteers using League's social media platforms.
- Advertise voter registration opportunities using League's social media platforms.
- Maintain League's list of volunteers.

Communications

- Arrange for staffing of the League's office phone on Election Day
- Answer calls on League's Help Line.
- Retrieve calls on the League's office phone and forward messages to the appropriate person.
- Log Help Line calls for reports to Board and other entities.
- Meet with County Clerk to coordinate League voter registration activities.

Volunteer time required:

Peak months: Lead up to and during local, midterm, primary and general elections: 25-30 hours/week.

Off-peak months for planning, attending Board and project meetings, writing reports and articles: 5 hours/week.

Times will vary, but most hours will be during elections.