



## Director, Voter Guide Job Description

### Role:

Develop and produce online and printed Voter Guides for elections held in Santa Fe County, including:

- Primary Elections
- General Elections
- Municipal Elections
- Santa Fe Public Schools Board and Santa Fe Community College Board Elections
- Bond Elections
- Any special elections that are held in Santa Fe County.

The Voter Guide Director will have the support and assistance of the Director of Communications.

### Duties:

#### General

- Coordinate with the VOTE411 contractor as needed to obtain lists of races and candidates from the Secretary of State
- Coordinate with VOTE411 contractor as needed to Input races, candidates and measures into VOTE411
- Gather from the LWVSFC Board of Directors (the "Board") the topics to be addressed for each local race
- Compose questions for candidates for each local race
- Present composed local race questions for approval to the Board
- Coordinate with LWVNM VOTE411 Committee to compose candidate questions for Federal and State races
- Provide regular Voter Guide progress updates to the Board.

#### VOTE411

- Learn VOTE411 database platform
- Input into VOTE411 the questions for each race covered by LWVSFC
- Compose and send via VOTE411 invitation letters, including due dates, with a link to questions

- Follow up via phone, email, text to confirm questions were received and to remind nonresponders of the deadline. Update incorrect contact information as needed.
- Participate in LWVNM VOTE411 committee meetings as scheduled.

#### Printed Voter Guide

- Coordinate with the Santa Fe New Mexican (“SFNM”) to schedule publication of Voter Guide and determine details of publication, including deadlines, and number of pages and copies
- Download data from VOTE411 and format for transmittal to the SFNM
- Send text files and photo files to the SFNM
- Edit draft versions of the graphically designed Voter Guide
- Coordinate distribution with VP Voter Services.

#### “Who’s Who” Directory:

- After each election, update the directory of elected and appointed officials who serve Santa Fe County and post on the Voter Services webpage.

#### **Supervision:**

Oversight of the Director, Voter Guide, including training and assistance, is the responsibility of the Director of Communications.

#### **Time Commitment:**

During election cycles (local, primary and general) - an average of ten hours/week.

#### **Job Requirements:**

Computer skills, organizational skills, writing skills.