**CAMPAIGN ADMINISTRATOR**

**Scope of Responsibilities:**

* Administrator in the Penn Medicine entity who is held accountable for the outcome of the Penn’s Way Campaign.
* Inspires others (coordinators and captains) to actively participate in the campaign. Accomplishes this though:
  + Personal interactions (group of individual forums)
  + E-mail or other written communication with campaign team (Co-signed by both Entity Administrator and Entity Coordinator to demonstrate collaborative leadership effort).
* Holds entity coordinators accountable for selection of captains best suited for the role
  + Reminds coordinators that they should collaborate with campaign captains to determine the total amount of time each week that needs to be devoted to the Penn’s Way campaign and support the captain in obtaining this time during the work week.
* Responsible for introducing the campaign and providing regular updates at the entity department directors council meetings.
* Active participation and presence at all kick-off and recognition events associated with the campaign.

**Knowledge and Skills:**

* Strong public speaking skills
* Inspirational speaker
* Leads by example through active campaign participation
* Sincere interest in the campaign – genuinely concerned about our investment in the local community
* Demonstrates strong communication with the entity coordinator and establishes a strong working relationship with him/her

**CAMPAIGN COORDINATOR**

**Scope of Responsibilities:**

* Appointed by the entity administrator or executive director
* Responsible for the communication of the campaign to department captains
* Ensures that each level of employee recognizes them as a key contact/resource throughout the campaign
* Triages pledge questions/concerns to the appropriate individual
* Responsible for the coordination of captain activity:
  + Provides guidance to the department directors in the selection of the most appropriate campaign captains for their specific departments/units
  + Provides education and training for the captains
  + Ensures that marketing materials are distributed to the captains and information is disseminated at the department level
  + Follows-up with captains to ensure they are fulfilling their responsibilities
  + Coordinator may need to intervene to make sure that responsibilities are being fulfilled
  + Provides ongoing recognition, support and encouragement to the captains
* Works with entity administrator to organize recognition events:
  + Special captains meeting with representatives from various organizations – educate them about the arms of giving

**Knowledge and Skills:**

* Organizational skills
* Communication skills
* Ability to prioritize
* Multi-tasking
* Knowledge of entity logistics
* Knowledge of best means of communication and collaboration with other departments – needs to understand organizational structure and scope of other departments and how to best collaborate with them
* Working knowledge of website and other technology components

**CAMPAIGN CAPTAIN**

**Scope of Responsibilities:**

* Communicate, organize and publicize the campaign at a department level:
  + Staff meetings
  + Post marketing materials
  + Solicit campaign pledges
  + Distribute all campaign information to employees
  + Develop proficiency in web-based donating so that you can serve as a resource to employees
  + Customize/individualize the campaign to suit specific departmental needs
  + Encourage staff participation at recognition events

**Knowledge and Skills:**

* Leadership capabilities – either has formal or informal leadership role within the department
* Capable of inspiring others to participate
* Leads by example – actively participates in the campaign
* Capable of taking initiative in all aspects of the campaign
* Ability to demonstrate a sincere commitment to the campaign