

2024 Summer Work-Learning Program Application

Company Overview

Ship Creek Group is an Anchorage-based communications firm that specializes in one-stop-shop management of candidate, initiative, and advocacy campaigns. We originally launched in 2015 with the goal of building the first-choice political team for mission-aligned campaigns in Alaska, and we've worked hard to get there. We combine experience across 5 state election cycles as well as a dozen Alaska municipal elections, serving over 100 candidates, ballot propositions, and advocacy/organizing campaigns. Notably, we are one of very few AK firms that have successfully worked across the aisle, winning 41 of 45 directly managed elections for democrats, republicans, and independents. Our photo-video and campaign management work has been featured by the [New York Times](#), [Politico Magazine](#), [Bloomberg](#), and the [Anchorage Daily News](#).

Our mission is to provide professional, efficient, and innovative campaign management services for excellent progressive and centrist candidates for the State Legislature; candidates who are focused on local, Alaskan issues and who avoid hyper-partisan politicking. We seek 4-5 summer employees to work and learn in specialized campaign roles during the critical 2024 cycle.

Work-Learning Program: Overview

You will work across our slate of (4-8) State Legislative races and potentially other ballot initiative campaigns and projects. You'll take on one of the five campaign roles described below [field, operations, data/analytics, creative, fundraising] and will partner with a team-member focused on that area. You will typically work 40-hours per week, although timing may be variable across evenings and weekends. This is not a "coffee and copies" internship - we are a small team and we expect that summer employees will play an important role in executing key tasks. You will gain real, hands-on experience and develop a deeper understanding of campaign operations and local politics. You'll also be encouraged to get out and explore Alaska, and will be given time and support to do so.

Alaska Political Overview: In 2020, Alaskan voters narrowly passed Ballot Measure 2 ("BM2"), becoming the first state in the country to institute a suite of electoral reforms including an open, top-four primary for state and federal elections, Ranked-Choice Voting in the general election, and additional disclosure requirements for independent expenditures. Opponents have mounted legislative and ballot initiative repeals to reverse these reforms and aren't slowing



down any time soon. What happens in the 49th state in 2024 now carries massive implications for American democracy. The 2024 Presidential election cycle will be a hotbed of critical races and issues, including a ballot measure to raise the minimum wage and require employers to provide paid sick leave; as well as protecting Mary Peltola's seat in the US House – Alaska's sole representative. Down-ballot races will face unprecedented opportunities and challenges in a ranked-choice voting environment, and SCG will be right in the middle of the action. On an unrelated but important note, a summer spent in Alaska's mountains and midnight sunshine is an unconditionally unforgettable experience...

Program Dates: June 3-August 30, 2024 (flexible). We encourage those who can to stay on through the general election in November and see campaigns across the finish line.

Location: Anchorage, AK. Company offices located in downtown Anchorage. Team will be working on campaigns and projects across the Municipality of Anchorage and in several rural districts. Some summer employees may work remotely for all or part of the program.

Application Timeline

March 1: Applications open
March 22: Applications close
March 29: Interview Invitations and Requests for Supplementary Materials Sent
April 3: SCG Decision Deadline
April 15: Acceptance Deadline

Lodging/Transportation: We may be able to assist folks from outside of Anchorage in securing a private room for the summer with local families that support the mission of the company. These homes will be within biking distance of downtown Anchorage. We can reimburse for airfare to/from Alaska and transportation of bicycles or similar to Alaska. Summer employees will have access to a shared car for weekly grocery-runs, weekend trips, etc...

Compensation starts at \$18/hour, not including transportation and lodging support, and will vary depending on experience and fit for the role.

2024 Summer Work-Learning Program: Roles

Each candidate may apply for as many of these roles as is applicable to their broader interests.

Field:

- This position will assist with voter outreach, working directly with campaign volunteers to set up and track yard sign locations, canvass voters, conduct literature drops, organize phone banks, and prepare for events.



- You should be extroverted, high-energy, well organized, able to lead and encourage groups, and manage multiple tasks simultaneously. Applicant will need to be comfortable spending time and moving around outside, and talking to strangers.

Operations:

- This position will assist with internal operations, working behind the scenes to develop and maintain systems so that we stay efficient and are able to cross off tasks quickly. Includes assisting with campaign calendars, tracking deadlines, and ensuring that recurring projects (like mailers, volunteer recruitment etc...) are completed according to a step by step process.
- You should have strong attention to detail and organizational skills, with an affinity for successful systems and processes and an appreciation of efficiency. Applicants will also need to be proactive about identifying areas for improvement and helping to develop better methods.

Data/Analytics

- This position will develop fluency with campaign data management platforms, assist with voter targeting, maintenance and management of the data-base, working with volunteers to sustain data entry, troubleshoot problems, and help provide regular reports on campaign progress, identifying areas of concern.
- You should have basic fluency in Microsoft Excel/Google Sheets, strong attention to detail, enjoy working with and manipulating datasets, and generally have a quantitative orientation.

Creative/Digital:

- This position will assist team-members with creative projects such as graphic design, web design, photo, and video projects; or digital such as organic social media and paid ads. Includes designing campaign logos, producing graphics and memes for social media, building and updating campaign websites, assisting on video shoots, etc...
- You should have some experience and expertise in creative design. Knowledge of programs like Final Cut Pro, DaVinci, In Design, PhotoShop, Squarespace, or similar, and/or experience with photo/video shoots are a plus. Should be prepared to submit a portfolio of previous creative work.

Fundraising:

- This position will support the implementation of fundraising programs. Includes call time support, drafting email, planning events, texting blasts, and donor research for a variety of campaigns/projects.
- You should have excellent organizational skills, strong communication skills, and high attention to detail.

Note: Campaigns are fast-paced, tasks and objectives can change quickly. Everyone will need to be prepared to take on tasks outside the scope of their role as needed.



2024 Summer Work-Learning Program: Application Materials

Due Date: All materials due by 5 pm AKST on March 22, 2024.

Submission Instructions: Please send your application as a single PDF attachment to admin@shipcreekgroup.com with a subject line and attachments that read *SCG Job Application - [Last Name]*. If your professional sample is longer than one page, you may submit it separately.

- Resume** (1 page)
- References:** Provide 3 personal or professional references who can speak to your aptitude for this program. Include their name, phone-number, email, relationship to you, and 1-2 sentences explaining which of your qualities, skills, or experiences they can speak to.
- Professional Sample:** Provide one piece of which you are particularly proud. Can be academic, creative, informal, whatever you want. Something that shows how you think, organize, and communicate.
- Statement of Interest (500 words max):** Consider answering these questions:
 - Who are you? Why are you interesting?
 - Why are you motivated to work in politics? Why are you motivated to spend a summer in Alaska? Why will you make our team more effective?
 - For which of the 5 roles listed on page two are you applying? Why are you interested in this role? Why are you qualified for this role? Would you accept a different role?
 - Related to your understanding of this program, briefly explain your #1 strength, and #1 weakness.

Note: Your statement of interest is a writing sample as much as a description of you. Political campaigns require writing that is punchy and direct, which is why we're not giving you much room to beat around the bush. Be specific to the task at hand. Remember that we will care about you a lot once we meet you, but right now, we care much more about the projects we are working on and the performance of our team. So tell us how you would fit in. Remember that we expect you to be fairly awesome, but we don't expect you to win the election on day-one, so be both confident *and* realistic.

- Practicalities:**
 - Do you have any issues with the start and end dates? Would you need to start late or end early? Do you think you could stay on through the November election?
 - Are you likely to need to leave Alaska or be offline for sustained periods of time during the program? (Please explain the dates and details.)
 - Do you have any concerns about walking or biking to get around, driving a car, or staying in a private room with a local family? [Any disability that would prevent or make it difficult for you to drive or bike will NOT disqualify you from this program, we just need to be able to plan ahead.]

Note: If you are invited to interview, you may be asked to provide supplementary materials.

