

## Job Description

**Job Title:** Senior Manager for Member Advocacy  
**Department:** Governmental Affairs  
**Reports To:** Director, Governmental Relations  
**FLSA Status:** Exempt  
**Prepared By:** XXXXXXX  
**Prepared Date:** April 20XX

**SUMMARY** - Under the direction of the Director of Government Relations, develops and executes a comprehensive strategy to create a member advocacy program to support the strategic objectives of the Association, including XXXXX's public policy activities. Manages and administers the member advocacy program and directs resources to support XXXXX's public policy activities.

Establish and maintain relationships with XXXXX volunteer leaders, members, and others to achieve the Association's member advocacy objectives. Serve as a resource to XXXXX volunteer leaders, members, staff and others engaged in the member advocacy program. Plan and design state and chapter public policy initiatives designed to encourage XXXXX member participation in advocacy efforts and chapter and state council public policy programs. Develop and coordinate initiatives designed to educate XXXXX members on various public policy issues and member advocacy strategies.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Develops, plans, and executes comprehensive strategy to achieve program goals and objectives in the member advocacy program.
- Directs activities to foster member participation in the member advocacy program.
- Develops and executes the communication strategy to educate volunteer leaders and members on the issues, activities and resources available through the program.
- Creates materials, programming, and activities to educate volunteer leaders and foster member participation in the advocacy program to support XXXXX public policy initiatives.
- Develops and administers annual budget for the member advocacy program.
- Manages relationships with outside vendors and consultants for the member advocacy program.
- Writes articles for use in XXXXX publications and electronic venues to inform and educate XXXXX members on advocacy activities and programs.
- Conducts presentations and training sessions at XXXXX state, and chapter conferences and meetings on behalf of XXXXX on member advocacy and public policy efforts that affect the profession.
- Oversees the continuous development and maintenance of the XXXXX Governmental Affairs webpage.
- Provides regular updates and reports on member advocacy developments to XXXXX leaders, members, editorial, public affairs, and governmental affairs staff.

- Other duties as assigned.

**SUPERVISORY RESPONSIBILITIES** - None

**QUALIFICATIONS - TITLE**, consults with the Director of Governmental Relations in the planning, implementation, and completion of activities and areas of assigned responsibilities. Incumbent exercises independent judgment and determines priorities consistent with the goals and objectives of the member advocacy program. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION and/or EXPERIENCE**

- Requires a bachelor's degree, advanced degree or additional certifications are helpful but not necessary.
- Knowledge of the legislative, regulatory, and judicial process is required and understanding of human resource issues and laws is helpful.
- Five to seven years experience with federal or state legislatures, federal or state executive or agency branch, government relations office, or advocacy work in a trade association, campaign, grassroots firm or other organization is required.
- Extensive experience and knowledge in all aspects of the VoterVoice, Knowlegis and Illuminate or similar grassroots software programs.
- Experience in working with and managing outside vendors is essential.
- Excellent verbal and/or written communication and interpersonal skills, including experience in giving public presentations or speaking activities.
- Prior work with volunteer organizations is helpful, but sensitivity to and awareness of volunteer needs is essential.
- Creative approaches to problem solving are required.
- Ability to simultaneously coordinate a variety of complex projects and work within activity program deadlines is needed.
- Ability and interest to travel for business is required.

**PHYSICAL DEMANDS** - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**WORK ENVIRONMENT** - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.