



Advocacy Director

Job Announcement, November 2, 2018

The Advocacy Director develops and leads Children's Alliance advocacy strategy and tactics to advance public policy campaigns to improve child well-being and close gaps by income and race/ethnicity. Growing and mobilizing a powerful movement for children and families is an integral part of Children's Alliance's advocacy strategy. Responsibilities of this position include staff supervision and team leadership, strategy development, grassroots advocacy/mobilization, multiple forms of strategic communications, membership engagement, and training/leadership development.

This position leads a team of several staff, is a member of the Policy Staff, and reports to the Deputy Director.

Salary: \$68,000/year with Children's Alliance benefit package including medical and dental coverage for employee and family, paid family and medical leave, and other benefits.

Responsibilities

Public Policy Advocacy

- Develop and implement strategies for digital and traditional grassroots advocacy, membership growth and recruitment, leadership development, and field mobilization, with a focus on supporting and amplifying the leadership and power of communities of color and others who are directly affected by Children's Alliance policy campaigns.
- Lead the development of communications and grassroots mobilization elements of Children's Alliance campaign strategy.
- Engage with members statewide in policy development and advocacy, with the goal of ensuring that policy development is informed by families and communities affected by poverty and racism.
- Ensure the creation and dissemination of compelling advocacy communications.

- Develop and implement digital advocacy strategies to grow our base, engage our members, and win policy campaigns.
- Collaborate with staff to ensure strategic tracking and use of database to advance advocacy campaigns.

Mobilization

- Support leadership development and advocacy training to Children’s Alliance members in a variety of settings ranging from webinars to in-person trainings to one-on-one support.
- Supervise planning and implementation of key organizational events including Have a Heart for Kids Day, Advocacy Camp, Children’s Alliance Annual Meeting, and other regional membership engagement and advocacy events.

Communications

- Support development of racial equity-based communications framing and strategies to advance overall organizational goals and policy campaigns through multiple platforms – social media, website, digital advocacy
- Maintain clear and consistent branding and design across digital and print communications.

Team leadership and supervision

- Supervise mobilization and communications staff as well as program-related contractors.
- Build and support a flexible and cohesive team with clearly defined roles and responsibilities.
- Provide orientation, regular supervision and employee evaluations and lead recruitment and hiring for supervised positions.

Fund Development

- Share responsibility with fund development director and management team to design and advance base building strategies that integrate with and support fundraising.
- Create and maintain effective systems for tracking activities as needed for grant reporting.

- Participate in grant and proposal writing, grant reporting, personal solicitations and events.

Miscellaneous

- Participate in organizational activities such as staff workgroups, membership meetings, training, and professional development.

Qualifications

We seek candidates who excel at strategic thinking, are energized by building the capacity of team members and volunteer child advocates, and who bring experience and commitment to advancing racial and ethnic equity and making change through public policy advocacy.

Candidates should have most of the following:

- Made significant contributions to policy development, campaign strategy, and/or message framing in multiple public policy campaigns that advanced progressive public policy change.
- Strong understanding of institutionalized and structural racism and commitment to undoing racism.
- Passion for child and family advocacy.
- Excellent written and verbal communication skills.
- Appreciation for the inherent expertise in communities that face disparities and experience integrating expertise of people directly affected by public policies into policy development and policy advocacy.
- Experience working with diverse communities, as well as a commitment to racial and ethnic equity in process and outcomes and undoing institutionalized racism.
- Experience in staff supervision, collaboration with staff peers, and managing up.
- Demonstrated ability to lead a small team including providing results-oriented and growth-focused supervision.
- Skills to work with a wide range of partners and stakeholders with multiple perspectives, values and approaches to improving the lives of kids and families, including the ability to navigate differences, learn from partners, and motivate and engage others in campaigns.
- Outstanding attention to detail.
- Ease with learning and utilizing digital organizing tools and experience integrating digital organizing strategy into campaigns.
- Event management experience.

Knowledge of the landscape of child and family policy in Washington state and the Washington state legislative environment and grants management experience are helpful but not required.

Requirements:

- Out of office work for meetings and events several times per week
- In-state travel at least monthly; national travel 1-2 times per year
- Periodic evening and weekend work, especially during state legislative sessions

Please submit letter of interest, resume, and affirmative action form (optional) available at <http://www.childrensalliance.org/jobs>.

How to apply:

EMAIL job@childrensalliance.org with AD in subject line (email is preferred)

Mail:

AD

Children's Alliance 718 6th Ave S. Seattle, WA 98104

Resumes will be accepted until position is filled. Children's Alliance is an equal opportunity employer working toward a culturally diverse and competent workplace.