

Title: **Public Affairs and Policy Director**

Job Status: Exempt, Regular, Full-Time

The **Public Affairs and Policy Director** is the lead advocate for the Environmental Health Strategy Center with responsibility for legislative, administrative and media advocacy across the breadth of the organization's programs. The Public Affairs and Policy Director will ensure successful execution of campaign plans, craft policy solutions to advance our campaigns, and serve as a spokesperson for environmental health protection. The Public Affairs and Policy Director will work with a staff team including a Grassroots Organizer responsible for campaign field plans, and with well established, diverse and active coalitions.

### **Major Responsibilities:**

1. **Campaign Leadership** – Manage and lead execution of campaign plans across all program areas to advance organizational policy objectives
2. **Legislative and Administrative Advocacy** – Be the lead advocate across all program areas responsible for analyzing, drafting, and strategizing to advance environmental health policies
3. **Media Advocacy** – Advance our campaigns through the media to increase public understanding and pressure in support of our campaigns
4. **Program Communications** – Draft and distribute compelling information about our campaigns to increase understanding of our campaign objectives and key messages.

### **Specific Duties**

#### **CAMPAIGN LEADERSHIP**

- Assist in development and ensure execution of campaign work plans consistent with the mission, goals and objectives of the organization
- Lead state legislative campaigns to advance proactive policy ideas and defend against attacks on environmental public health
- Lead campaigns to advance rulemaking or other advocacy within Maine's state administration
- Engage other staff and organizational partners to assist in execution of campaign plans
- Arrange, prepare and facilitate campaign meetings, calls, agendas and action minutes
- Ensure timely reporting and internal communications about the status of advocacy campaigns
- Lead the evaluation and annual planning for organizational campaigns
- Serve as liaison between the campaigns and key state and national networks

## **LEGISLATIVE & ADMINISTRATIVE ADVOCACY**

- Build and maintain relationships with members of the legislature and cultivate an ongoing understanding of how to advance our ideas through the legislature
- Build and maintain relationships with key staff within the governors office and departments we regularly work with (ex. DEP, CDC, and DECD)
- Prepare and provide testimony on policies that support our organizational mission and goals
- Analyze proposed legislation
- Develop and propose legislation and amendments
- Monitor and analyze proposed rules, draft comments
- Advocate our positions on the issues to legislators, executive branch staff and appointees
- Coordinate with and occasionally assist Executive Director on federal policy
- Assist in advocacy efforts aimed at cultivating government investment and funding for key program priorities
- Monitor opportunities or threats to our campaigns or mission, propose and lead our organizational response as appropriate

## **MEDIA ADVOCACY**

- Lead the drafting, preparation and dissemination of press materials (including news advisories and releases and supporting materials) to advance advocacy campaigns
- Lead the pitching of stories and messages to members of the media
- Serve as spokesperson for the organization to provide a compelling voice for important advocacy messages
- Assist the Associate Director in developing organizational communications plans to advance the mission of the organization

## **PROGRAM COMMUNICATIONS**

- Assist in the development of compelling and timely campaign messages
- Draft correspondence, fact sheets, reports, and other program related communications as needed to support or execute the campaigns
- Be a public spokesperson at events, in meetings, and other venues to advance our advocacy campaigns

### **Additional Responsibilities and Duties Assigned to All Employees**

## **FUND DEVELOPMENT**

All employees are expected to assist with execution of the annual development plan to support meeting the annual organizational budget. Activities may include, but are not limited to:

- Playing a lead or support role in drafting content for and/or submitting grant proposals
- Soliciting individual gifts from prospective major donors as assigned, by mail, phone, and in person
- Participating in donor cultivation and solicitation activities in support of small donor development, including by phone, email, or mail
- Playing a lead role in executing small fundraising events or a support role in organizing larger fundraising or donor cultivation events

## **PROGRAM SUPPORT**

- Represent the organization positively in public at all times by acting as a professional representative and ambassador
- Support the mission and goals of the organization across all programs and departments

## **ADMINISTRATION**

- Maintain accountability to administrative systems and procedures, including submitting expense reimbursements, credit card reconciliations, invoices, lobbying reports, and so on by the deadlines assigned, as well as submitting content for the organizational calendar and informing other staff of activities and whereabouts
- Participate actively in staff meetings and retreats and Board meetings when requested
- Plan, track, and report on individual and departmental work in support of organizational coordination and synergy
- Contribute content for organizational communications and marketing materials, such as the monthly e-newsletter

### **Reporting and Authority**

The Public Affairs and Policy Director reports directly to the Associate Director. The Public Affairs and Policy Director has delegated authority to implement approved project plans and to make implementation decisions related to the annual organizational plan in consultation with appropriate staff and organizational partners; will consult with the Associate Director before making major decisions that vary from approved plans or that significantly affect program management or resource allocations; and will analyze options and make recommendations for decision by the Associate Director on major policy questions and proposed goals, plans and budgets within his/her area of responsibility.

### **Qualifications**

College degree. At least three years relevant experience in advocacy and campaign-based nonprofit organizations. Excellent advocacy, persuasive writing and other communication skills. Experience with campaign management. Ability to effectively analyze and develop policy proposals. Effectively produces work plans and manages multiple projects at the same time. Highly self motivated and directed. Excellent attention to detail and follow through.

Successful experience planning and coordinating public advocacy campaigns with diverse partners, including media events and grassroots activities. Strong computer, problem solving and analytical skills. Proven commitment to progressive values and social change. Knowledge of environmental public health issues and solutions strongly preferred.

Physical requirements include ability to spend hours listening and talking; working via computer, telephone and other electronic devices; driving frequently to meetings and events; light lifting of equipment and materials; with occasional night or weekend work, long days and overnight travel.

**Approved:** January 25, 2012

**Revised:**