

JOB TITLE: Director of Policy and
Advocacy
DEPARTMENT: Policy and Advocacy
REPORTS TO: Executive Director
FLSA STATUS: Exempt
LOCATION: Raleigh, NC
DATE: August 2020



JOB SUMMARY

The Director of Policy and Advocacy is a member of the ACLU-NC's senior leadership team and provides vision and direction for its policy and legislative program. The position is primarily responsible for building a statewide political advocacy infrastructure that leverages our policy prowess together with established legal assets; shapes and leads multi-faceted, non-partisan campaigns that achieve critical policy priorities of the ACLU-NC; and connect campaign work to all aspects of the organization and all levels of political action - state as well as local. Campaigns include lobbying, digital communication strategy, litigation, and grassroots organizing and will require the ability to collaborate and develop strong partnerships with the Communications, Development, and Legal teams.

Priority issues over the next 5 years are criminal justice reform, reproductive freedom, LGBTQ equality, immigrants' rights, racial justice, and voting rights. As a member of the senior leadership team, the Director of Policy and Advocacy participates in strategic planning, setting organizational goals and priorities, and managing the department's budget. This is a full-time, salaried position that includes some evening and weekend work.

The Director of Policy and Advocacy is a proven manager who will supervise, mentor, and lead a team that includes policy staff, contract lobbyist, field manager, and campaign strategists/managers. This individual must, therefore, demonstrate a strong commitment to fostering equity in all of its forms in the policy department's internal operations, including most fundamentally, racial equity by participating in work to promote diversity, equity, and inclusion (DEI), and extend a DEI lens from internal operations to the ACLU's external work.

KEY RESPONSIBILITIES

- Develop and implement a state legislative strategy as well as a strategy for non-legislative policy actions, including policies, guidance, and regulations issued by executive agencies.
- Manage and supervise professional staff, contract lobbyists, and sometimes lawyers engaged in legislative and policy advocacy including:
 - Leading the organizing team on public education and organizing campaigns and strategies that are executed statewide through local and regional outreach;
 - Identifying state legislative and policy proposals that impact civil liberties and civil rights;
 - Researching and analyzing proposed legislation and policies;
 - Overseeing the drafting and presenting of testimony on legislative and policy proposals before legislative and other government bodies;
 - Overseeing the drafting of new legislation and policies and amendments to existing laws and policies;
 - Managing the preparation of legislative and policy memoranda, reports, briefing papers and letters;
 - Representing the ACLU-NC in key coalitions and coordinated advocacy campaigns; and,
 - Developing and implementing a grass-tops deployment strategy to engage policymakers, stakeholders, and opinion leaders from all along the political and ideological spectrum;
- Consult with and lobby senior lawmakers, the governor's staff, and agency officials regarding ACLU-NC's top priority legislative and policy issues.
- Cultivate strategic relationships and influential partnerships to further the ACLU-NC's mission and strategic objectives.
- Coordinate and collaborate closely with other members of the staff to plan and implement effective multi-disciplinary and integrated advocacy initiatives, specifically with the:
 - Legal Department regarding issues raised—or potentially could be raised—in litigation and to ensure that advocacy strategies support, and in turn, are supported by legal strategies;

- Issue-specific projects and campaigns as they arise;
- Communications Department:
 - In developing communications plans and strategies, drafting and editing documents (news releases, e-alerts, position statements), and providing commentary on legislative issues for print, electronic, and broadcast media;
 - Coordinate a political communications strategy in collaboration with the Communications Director to leverage traditional and new media to advance policy changes; oversee the alignment of field and digital advocacy;
- Philanthropy Department to drive fundraising efforts by:
 - Collaborating on strategic funding opportunities, in meetings with major donors and speaking at donor forums and events, as needed;
 - Coordinating with the Director of Philanthropy to secure/submit/edit foundation grants; and
 - Becoming familiar with, tracking, and evaluating all grant deliverables/outcomes that are related to grant-funded campaigns.
- Support the Executive Director to develop and leverage opportunities and strategic relationships and in support of legislative and policy priorities.
- Serve as an ACLU-NC spokesperson.
- Hire, onboard, develop, motivate, and evaluate the work of the members of the policy and advocacy department, including developing work plans, managing personnel situations, facilitating a positive team culture, and holding staff accountable.
- Build and manage the department's annual budget under the supervision of the Executive Director and CFO and provide frontline approval on department-related expenditures.
- Maintain and analyze political assets (including voter lists, grass-tops lists, grassroots lists, coalition partners, past messaging, and campaign materials) to build a political infrastructure and memory.

EXPERIENCE, KNOWLEDGE, SKILLS, & ABILITIES REQUIRED

- Demonstrated and proven commitment to the mission and goals of the ACLU; diversity, equity, and inclusion in both principle and practice; and the ACLU-NC's priority issue areas, including criminal law reform, racial justice, LGBTQ equality, reproductive freedom, and the rights of immigrants.
- Working knowledge and broad understanding of civil liberties and civil rights issues.
- Post-Secondary Education.
- Significant (8+ years) and progressively responsible experience in legislative policy, management and leadership, political strategy, and or integrated advocacy.
- Expertise running successful political, ballot, issue and/or legislative campaigns.
- A sophisticated understanding of how to be effective in the public policy arena, and experience formulating strategies that tie together research, legal analysis, litigation, lobbying, communications, and organizing strategies.
- Knowledge of the legislative and administrative processes at the state level. Knowledge of current political alignments and opportunities for collaboration with a broad range of groups.
- Willingness to travel throughout North Carolina as necessary, and participate in occasional evening and weekend meetings.
- Superior analytical, critical thinking, and written and oral communication skills.
- Ability to look at situations from several points of view and take a collaborative approach to problem-solving, working effectively with individuals at all levels (internally and externally), and able to exercise good judgment under stressful situations.
- Excellent organization and time management skills to manage and oversee work, assuring timely completion of assignments and projects.
- Superb organization skills; detail-oriented with strong follow-through and the ability to meet tight deadlines. Must be creative, results-oriented, self-starting, and willing to learn and grow.

DESIRABLE EXPERIENCE, SKILLS, & ABILITIES

- Experience working at an organization with an integrated advocacy model where legal, legislative, advocacy and organizing tactics are used collaboratively and cohesively to achieve results.
- Knowledge of and demonstrated interest in North Carolina politics and ACLU issues and/or experience with the NCGA.
- Spanish language proficiency.
- Experience working with marginalized or impacted communities, grassroots organizations, and non-governmental organizations.
- Warm, team-building and collegial management style focused on recruiting and training staff to work collaboratively while ensuring accountability.
- Ability to mobilize diverse internal and external partners.

COMPENSATION AND BENEFITS

The salary range for this position is \$82,100 to \$95,000 depending on experience. Excellent benefits include paid time off, generous paid holidays, medical, dental, and vision insurance, 401k retirement plan, life insurance, and short-term and long-term disability insurance.

TO APPLY

Submit a resume and cover letter to Executive Assistant, Ms. Stephanie Palazzo at spalazzo@aclu-nc.org. Put “Director of Policy and Advocacy” in the subject line.