

POSITION DESCRIPTION

GENERAL INFORMATION

Position Title: Manager, Public Policy – Outreach
Reports To Title: Director, Public Policy
Work Group: Constituent Services
Unit: Public Policy
FLSA Status: Exempt
Date Updated: July 10, 2009
Position Number: 444001

POSITION SUMMARY

The Grassroots Advocate is responsible for developing influence strategies and advocacy communications, including regular messages to members, key advocates, congressional leaders, and media. Collaborates with other work groups in support of ASCD's legislative agenda. Manages advocacy activities in selected states to build high-level coalitions and grassroots support for ASCD Whole Child Initiative recommendations at the state level.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Develops and implements grassroots outreach and recruitment programs that engage ASCD's members in the education policy and legislative processes.
- Manages *Educator Advocates*, ASCD's Web-based Action Center, as well as the association's listservers and discussion groups related to influence and advocacy.
- Monitors education policy developments in Congress and the U.S. Department of Education that either affect or are of interest to ASCD members.
- Works with the Legislative Advocate to write influence and advocacy-related products, including newsletters, action alerts, and other materials to members on these issues. Develops talking points for use with media and policy decision makers and disseminates policy resources related to the Legislative Agenda and whole child state policies.
- Influences high-level state officials and other leaders to promote Whole Child State Policy Recommendations at the state level. Initiates and convenes coalitions to develop strategies to advance support for the recommendations.
- Works with the Communications Unit to coordinate the development of advocacy messages and their dissemination through the appropriate ASCD communication channels.
- Targets and prioritizes outreach to in-state leaders, constituents, and other interested parties to promote awareness and adoption of Whole Child State Policy Recommendations.
- Participates collaboratively on work group and organization-wide teams as needed.

QUALIFICATIONS

Knowledge:

- Knowledge of K–12 education issues and legislative and policy arenas is required as well as understanding of grassroots strategies and communication.
- Familiarity with technologies to leverage communications, and knowledge of grassroots networks and social networking are strongly preferred.

Skills and Abilities/Critical Success Factors:

- Exceptional oral and written communication skills are an absolute must, along with solid editing skills.
- Robust analytical thinking and strong research abilities.
- A talent for synthesizing complex educational policies and political issues into understandable, succinct, and compelling exposition.
- Political savvy, sound judgment, and the ability to work both independently and collaboratively with a team.
- Must be able to effectively prioritize and manage multiple projects simultaneously under tight deadlines and in a fast work environment.

Experience:

- A minimum of five to seven years of demonstrated experience in education, journalism, corporate/association communications, or political/government relations activity. Work performed in a policy environment is preferred.
- Bachelor's degree required.

WORK ENVIRONMENT

- This position works under the direction of the Director, Public Policy, in the Constituent Services work group.
- The work will be carried out in a highly collaborative manner, both within Constituent Services and in coordination with other work group.

PHYSICAL DEMANDS

- 25–50% travel expected.

This position description summarizes the main duties of the job. It neither prescribes nor restricts the exact tasks that may be assigned to carry out these duties. This document should not be construed in any way to represent a contract of employment. Management reserves the right to review and revise this document at any time.