

# Job Profile



**Job title:** Advocacy Campaign Manager

**Department:** Advocacy

**Reports to:** Executive Director

**Supervises:** n/a

**FLSA Status:** Exempt, Full-Time

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## **About The Equity Alliance:**

The Equity Alliance is a Nashville-based 501(c)3 nonpartisan non-profit organization that proactively advocates for African-Americans and other communities of color to have a fair and just opportunity at realizing the American dream. We believe in using our voting power as a weapon in the fight for social and economic justice. Our work is centered on four primary vehicles through which we build people power and create a more informed electorate: Grassroots and community organizing; Electoral activation and mobilization; Legislative issue advocacy; and Leadership development. The Equity Alliance shares staff with The Equity Alliance Fund, an affiliate 501(c)(4) social welfare organization.

## **Position Summary:**

The Advocacy Campaign Manager will own The Equity Alliance's county-level and state-level issue advocacy work, including serving on various coalitions, developing and executing grass-tops and grassroots plans to move policy, and anchoring and developing our Democracy Hub work. He/she will work with other staff, community leaders, public officials, activists and volunteers to build the public support we need to build people power, overcome dismal voter participation rates, and win democracy reforms in Tennessee. Other key duties include facilitating meetings, reviewing and summarizing policy, and recruiting and developing volunteers to assist in advocacy work. The position reports to the Executive Director(s).

## **Essential Functions:**

*The following are indicative of the essential functions required to perform this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. This profile is not intended to be all inclusive of tasks and responsibilities required; it provides a description of the critical responsibilities associated with this position.*

- Develop the organization's robust policy agenda with a lens toward equity
- Monitor legislation at the state and municipal level and associated news.
- Regularly attend public meetings and hearings held by state and local governments, boards and commissions.
- Build and maintain strong relationships with policymakers, elected officials, lobbyists and key legislative staff.
- Provide strategic oversight of legislative advocacy campaigns
- Recruiting allied organizations and developing relationships with leaders to move pro-voter policy in coalition.
- Lead and facilitate meetings with community partners.
- Identify policy developments that should be shared with partners and stakeholders and collaborate with staff to share these developments.

- Be instrumental in the development and launch of the organization's advocacy volunteer program.
- Develop a multi-year strategic plan to ensure long-term democracy reforms in Tennessee with assistance from leadership & partners.
- Represent the organization at partner coalition meetings, community events, and public speaking opportunities

### **Qualifications:**

#### ***Education-***

- Bachelor's degree in a field related to advocacy, management, etc.

#### ***Licenses/Certifications-***

- Valid Driver's License

#### ***Skills and background-***

- Office 365 and Google Suite mastery
- Excellent documentation skills
- Comfortable with public speaking
- Strategic thinking and planning
- Ability to turn policy ideas into legislative and policy proposals
- Ability to gain buy-in from diverse stakeholders
- Ability to work independently and drive the completion of goals

#### ***Experience-***

- 3 - 5 years in government affairs, public policy, social work, advocacy, government, political campaigns, issue campaigns, or election law.
- History of effectively managing volunteers, coalition partners, and projects in a dynamic campaign setting.
- Experience in policy review, communicating summaries of impact, and developing a plan of action to mobilize stakeholders appropriately.
- Demonstrated understanding of Tennessee's political, social, and economic landscape.

### **Competencies:**

- **Strong leadership and management abilities-** Can connect with others and quickly gain trust from volunteers, staff, community members, and coalition partners, including in particular across lines of difference.
- **Self-driven work ethic & resilience-** Strong sense of ownership over goals
- **Interpersonal & Communication Skills-** must demonstrate interpersonal and communication skills that result in effective information exchange with clients and direct reports
- **Attention to Detail-** must demonstrate the ability to recognize the component parts of a procedure and verify its correctness and/or error

### **Environmental Conditions and Physical Demands:**

- Manual dexterity sufficient to reach/handle items, works with the fingers, and perceives attributes of objects and materials
- The employee must occasionally lift and/or move up to 50 pounds

- The employee is required to stand, walk, climb, kneel, stoop and balance
- Well lit, heated, and/or air-conditioned indoor office setting with adequate ventilation

### **Compensation**

This position is full-time, with a salary starting at \$45,000, commensurate with experience and qualifications. We provide a benefits package including medical/dental/vision, a professional development stipend, and a 401(k) plan.

To apply for this immediate opening, submit a resume and cover letter to [jobs@theequityalliance.org](mailto:jobs@theequityalliance.org) with “Advocacy Campaign Manager Application” in the subject line.

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*The Equity Alliance is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity, sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.*