

Director, National Grassroots Advocacy and State Legislative Engagement

The National School Boards Association (NSBA) is seeking a Director that oversees and expands NSBA's national grassroots advocacy operations, programs, and services; coordinates a 501(c)(4) organization; leads interaction and communication with the states on their individual legislative and advocacy priorities; and works with the Chief Advocacy Officer and Managing Director, Federal Advocacy and Public Policy, to coordinate the grassroots action agenda. Additionally, the Director serves as a member of the Federal Advocacy and Public Policy leadership and planning team.

Essential Functions and Responsibilities

- Directs and strategizes the operations of NSBA's grassroots advocacy program to achieve the maximum participation from NSBA's board of directors, NSBA Federation members (state associations), and school board members nationwide;
- Directs and strategizes the operations of the National School Boards Action Center (NSBAC), a 501(c)(4) organization;
- Focuses on assisting individual states with their advocacy efforts at both the national and state specific levels.
- Tracks emerging issues that may first arise at the state level;
- Works with the Chief Advocacy Officer to develop and implement the Grassroots Operations budget and program activities for Field Advocacy including major campaign initiatives, legislative fly-in meetings, legislative committees; advocacy action groups, and the grassroots expansion;
- In consultation with the Chief Advocacy Officer and Managing Director, oversees the daily planning and execution of the Advocacy Institute conference in Washington, D.C. which includes securing nationally recognized keynote speakers (including Members of Congress and the Administration), working on the event messaging, and directing NSBA's Day on Capitol Hill;
- In coordination with the full Federal Advocacy and Public Policy team, plans advocacy events at the national conference and other NSBA events;
- Works with the Chief Advocacy Officer to select and purchase the grassroots technologies necessary (including the master database) for an effective advocacy program and serves as the primary point of contact for any vendors;
- Directs the content and use of the NSBA's legislative action center; this position helps track grassroots contacts by individuals in response to NSBA calls to action made to elected officials, including members of Congress and/or state legislators, if applicable, analyzes the efforts of grassroots members, and provides updates to NSBA leadership;
- In consultation with the Chief Advocacy Officer and Managing Director, directs the Conference of State Association Legislative Staff (CSALS) program which comprises the designated government affairs contacts for the state school board associations. responsible for planning and managing an annual three-day meeting, budget and programming, as well as year-round communications between NSBA and CSALS members—including calls to action. Serves as liaison to the CSALS chair and members of the CSALS program;
- Directs the Advocacy Web Team to ensure that the advocacy website remains current, including weekly highlights and calls to action, and meets the needs of grassroots network members, Federation Members, Congress, and the media;
- Responsible for the budget, marketing, expansion, and services for the Federal Policy Coordinators Network (FPC), a revenue generating program;
- When appropriate, will serve as a point of contact to the communications department regarding press releases, social media, and cultivating working relationships with media representatives that directly impact the grassroots efforts;

- Works with Marketing and Communication to ensure that NSBAC.org remains current, including weekly highlights and calls to action. and meets the needs of grassroots network members, Federation Members, Congress and the media.
- Manages the Grassroots Advocacy Coordinator, including day to day management, annual reviews, etc.
- Performs all other duties as assigned and necessary.

Required Qualifications

Bachelor's degree in communications, political management, or a related field; experience operating a grassroots advocacy program and/or directing grassroots mobilization in a federal electoral and/or issue campaign; experience organizing and executing conferences and events; innate political ability; excellent oral and written communication skills; and it is critical to have the flexible ability to be able to work independently when required but also in a strong and diverse team-oriented approach to advocacy.

How to Apply

Qualified applicants should send resume, cover letter & salary requirements to: NSBA, Attn: HR/Managing Director, Equity and Member Services, 1680 Duke Street, 2FL, Alexandria, VA 22314-3493. Resumes may be e-mailed to jobs@nsba.org.