

ALABAMA LEAGUE OF MUNICIPALITIES

JOB DESCRIPTION

Position Title: **Advocacy Communications Coordinator**

PURPOSE OF POSITION

This position is part of the Advocacy/Public Affairs and Communications Departments and supports the Alabama League of Municipalities and its members by working directly with the Director of Advocacy and Public Affairs and Communications Director to promote League legislative positions through the development and implementation of grassroots campaigns and specific advocacy strategies as well as year-round communications efforts by the League. In addition, this position will provide direct lobbying support to the Director of Advocacy and Public Affairs and the League's advocacy team as well as work with the Communications Director to craft appropriate messaging and campaigns throughout the year. This position is directly supervised by the Director of Advocacy and Public Affairs and Communications Director.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. They are not to be construed as exclusive or all inclusive. Other duties may be required and assigned by the Executive Director.

- Coordinating strategic advocacy communications to promote the League's legislative goals and engage the membership and its citizenry in advocacy efforts.
- Assisting with developing a proactive and comprehensive issues communication strategy for the League and political communications tactics for the League's major legislative issues and initiatives.
- Assisting with developing and writing materials for use by the League in its advocacy efforts on behalf of cities, including:
 - Talking points
 - Issue briefs
 - Bill summaries
 - Presentations
 - Articles for publication
 - Appropriate social media messaging
 - Webinars, podcasts, etc.

- Assisting in managing the League’s Advocacy and Public affairs web and social media presence to engage members, legislators, media and other relative audiences.
- Assisting in coordinating the production of e-newsletters and articles as well as other ad hoc and targeted communications related to specific League legislative issues and initiatives.
- Assisting with enhancing the “branding” of the League’s advocacy programming through positive outreach and direct lobbying efforts to League members, legislators, legislative staff and others.
- Working with the Communications and Advocacy/Public Affairs Departments to create specific messaging strategies to expand the League’s advocacy programs beyond elected officials and staff to reach directly to municipal residents/taxpayers/voters – grassroots advocacy.
- Assisting in connecting with local and statewide media to most effectively position city/town issues and initiatives and to establish the League as the go-to resource for matters relating to cities and towns.
- Encouraging favorable media coverage and editorial positions in key legislative districts through direct communication with media representatives and assist in writing and editing advocacy related press releases and other communications targeted at the media.
- Tracking media coverage of legislative matters pertinent to cities and towns.
- Assisting with expanding the League’s use of communications technologies in order to most effectively communicate the League’s advocacy messaging to a wide audience.
- Assisting in determining what technologies and communications tools should be used to best disseminate specific messages to multiple audiences/age groups and implementing the use of any new tools/technologies.
- Assisting in developing podcasts, webinars, audio/visuals as well as writing articles of municipal interest.
- Building relationships with League members, professional groups/associations, partner organizations and others throughout the state and country to help expand the League’s communications capacity.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor’s degree in communications, political science, public policy or other relevant subject area.
- Three years or more of professional communications and legislative/advocacy experience.

- Knowledge of and experience with municipal issues. Must have knowledge of the Alabama Legislature, Alabama state government and/or local government.
- Experience in journalism, public relations, political campaigns, local government and/or multimedia preferred.
- Strong interpersonal and communications skills are crucial.
- Ability to exercise considerable tact, courtesy and discretion in frequent contact with public officials, municipal employees, association professionals and others.
- Must be highly skilled in strategic thinking.
- Ability to assess situations, assemble coalitions and build support for ideas to influence behavior.
- Ability to take leadership roles in strategic advocacy initiatives.
- Ability to express complex ideas orally and in writing.

Some travel is required for this position.

AMENDMENT OF THIS JOB DESCRIPTION

This job description shall not constitute a contract. The Executive Director shall have the right to amend any portion of this document at his or her discretion.

Send resume and letter of interest to Greg Cochran, Director of Advocacy and Public Affairs, at gregc@alalm.org. Closing date is July 14, 2017.