



ADVOCACY COMMUNICATOR JOB DESCRIPTION

Reports to the President & CEO

Basic Function: Functions as the liaison for monitoring and gathering information on local, state and federal issues. Researches and develops position statements through the Advocacy Action Council for eventual approval by the Board of Directors. Responsible for developing quality communications for use in promoting the Chamber's work as the Chamber of Influence.

Skill Set:

- Highly efficient in digital technology.
- Strong communications skills, both in writing and verbal.
- General understanding of government protocol.
- Well-organized and efficient in dealing with C-suite members/community leaders/elected officials.

Primary Responsibilities:

- Develop automated grass roots communications methods to engage the business community in active communication on and understanding of important business issues.
- Assist with the development of an actionable and measurable annual business plan for advocacy related activities. This includes:
 - Identifying membership wide advocacy issues for chamber focus at the local, county, state and federal level.
 - Developing digital communications to advance the work of the chamber as it relates to advocacy.
 - Producing a quarterly publication to highlight the advocacy work of the chamber.
 - Preparing a legislative status report during Florida Legislative Session on issues of importance to business.
 - Producing an annual scorecard that is available for public presentation to measure the success of the advocacy efforts.
- Conduct research and develop position papers through the Advocacy Action Council for approval by the Board.
 - Maintain and update Where We Stand Document and upload to the Chamber's website.
 - Regularly update the advocacy section of the website to include action and information important to and for the business community.
 - Formally distribute the positions of the chamber to the appropriate recipients based on the topic.
 - Determine proper media promotion for broad distribution of chambers message.
- Recruit high-level speakers for advocacy programs such as but not limited to:
 - Eggs & Issues (9 programs/year).
 - Quarterly Advocacy Series (Tallahassee/Washington).
- Coordinate signature advocacy programs such as:
 - Hob Nob (bi-annual)
 - Candidate Training programs (annual)
 - Volusia Days in Tallahassee (annually)/Washington (as warranted)
- Assist with economic development projects as needed and as it relates to advocacy and regulatory needs.
- Act as the liaison to Volusia County Emergency Management during any emergency situations.
- Monitor the agendas of local governmental meetings and ascertain if chamber presence and/or presentations are necessary.

Complete any other duties related to the success of the Chamber.

Committee Responsibilities

Advocacy Action Council

Other committees as issues warrant