

JOB DESCRIPTION

Job Title: Advocacy Engagement Manager
Supervisor: Executive Director
FLSA Classification: Exempt
Status: Full-time

Position Overview:

The Advocacy Engagement Manager plays an integral role in building NAMI's movement by engaging and mobilizing advocates to advance policy priorities. This position will work closely with senior management and county affiliates to maximize NAMI NJ's presence and impact in advocacy issues at the local, state and national levels. This position is responsible for implementing strategies to develop NAMI advocates, including recruiting, training, and deploying skilled advocates. The Manager will also be responsible for managing day-to-day activities for NAMI's advocate training program, NAMI Smarts for Advocacy, and contributing to updates of NAMI's advocacy training materials. The Manager will also review/track important state legislation and coordinate national advocacy positions with NAMI.

Essential Job Functions:

1. Contributes to NAMI's advocacy strategy; coordinating with local, state and national NAMI advocates.
2. Coordinates the Public Policy Committee and related functions.
3. Researches, tracks and advocates legislation and state and national policies, as needed. Writes position stances/white papers as needed.
4. Recruits and develops relationships with advocates who have or seek to build relationships with local, state and federal legislators, including cultivating engaged advocates from states and districts with representatives on key state legislative and congressional committees.
5. Identifies tactics to increase grassroots advocate involvement in NAMI's advocacy initiatives, including promoting in-district legislative meetings and other relationship building opportunities with legislators.
6. Actively tracks high-level advocate interactions with legislators and manages information sharing and outreach to contacts.
7. Contributes to and executes training and educational opportunities for NAMI advocates to build their skills and equip them to push to policy change.
8. Supports day-to-day activities for NAMI NJ's grassroots advocacy training program, NAMI Smarts for Advocacy.
9. Provides technical assistance to NAMI NJ state and local leaders and helping to develop and update training materials.
10. Serves as a national trainer for NAMI Smarts for Advocacy. (Training will be provided)
11. Contributes to development of high-quality resources for NAMI NJ, Affiliates and advocacy leaders to engage in advocacy activities, including talking points, fact sheets, toolkits, and other materials.
12. Prepares Advocacy E-News and Alerts.
13. Develops reports and tracks metrics around advocate engagement and training.

14. Attends meetings and reports to the Executive Director as NAMI NJ representative as needed
15. Other related responsibilities as assigned.

Supervisory Responsibilities:

This position has direct and indirect supervisory responsibilities and may be required to assist in the recruitment of, preparation of and/or prepare and deliver discipline and performance evaluation to subordinate staff.

Education & Experience:

- Minimum of Bachelor's degree; and experience in public policy preferred.

Skills Required:

- Must demonstrate a pleasant professional demeanor at all times with the ability to communicate clearly, concisely and courteously with all customers, clients, guests and staff;
- Experience developing and implementing fundraising strategies and plans;
- Experience in direct solicitation and closing gifts required;
- Experience with donor management systems (including DonorPerfect) and development operations;
- Ability to communicate and interact effectively and diplomatically with others, both orally and in writing, to obtain and furnish information, respond to inquiries and resolve problems;
- Intermediate level in Microsoft Office Suite (Word, Excel) required;
- Proficiency with social media platforms (including Facebook and Twitter) preferred;
- Capable of building and sustaining relationships with a diverse constituency;
- Commitment to diversity, equity, inclusion and belonging principles;
- High energy, creating and continuous learning approach to solving challenges; and
- Organized, detail oriented, able to adhere to timelines and prioritize and manage multiple projects simultaneously.

Physical Demands:

- Must be able to lift up to 20lbs;
- Must be able to sit for long periods of time and use their hands and fingers to handle or feel;
- Must be able to exchange accurate information in via verbal in-person and telephone communications and written via electronic communications; and
- The employee is occasionally required to stand, walk, reach with arms and hands, climb or balance, and to stoop, kneel, crouch or crawl.

Working Conditions:

- Working conditions are normal for an office environment; noise level in the work environment is usually quiet to moderate; and
- Must be available to work some nights and weekends.

The above statements are intended to describe the general nature and level of the work being performed by people assigned to this work. This is not an exhaustive list of all duties and responsibilities. NAMI New Jersey's management reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.

To apply:

Please send cover letter, resume and writing sample to Deb Walker at dwalker@naminj.org