



Job Description: Senior Director of Advocacy

About NC Child

NC Child works to build a strong North Carolina by advancing public policies to ensure that all children—whatever their race, ethnicity, or place of birth—have the opportunity to thrive.

NC Child is a 501(c)(3) nonprofit organization based in Raleigh, North Carolina. NC Child is an equal opportunity employer. We encourage people of all backgrounds and identities to apply for this position.

Position Summary

The Senior Director of Advocacy will lead the development and implementation of NC Child's campaign strategy to support successful policy campaigns. They will develop strong strategic partnerships, lead a talented team of communications and community engagement staff to advance NC Child's mission, and serve as a member of NC Child's senior leadership team.

NC Child's strategic framework includes two core strategies: 1) We craft and advocate for policy solutions informed by evidence-based data and research and the lived experience of impacted populations. 2) We engage a diverse array of stakeholders (powerbrokers, impacted populations, advocates, subject experts) to inform, connect, and mobilize to persuade decision-makers to advance pro-child public policies. The Senior Director of Advocacy will lead NC Child's execution of the second core strategy.

Reports To: Executive Director

Supervises: Community Engagement Director, Communications Manager

Responsibilities

- **Lead campaign strategy development** to support legislative advocacy, partnering with the director of policy and government relations to ensure alignment.
- Develop and lead a collaborative campaign planning process.
- Ensure all staff have a clear understanding of campaign goals, deliverables, and deadlines.
- Ensure consistent feedback loops and continued alignment throughout campaigns.



- Provide direction and support for community engagement staff to ensure growth and engagement of the Child Advocacy Network and grassroots engagement in policy campaigns.
- Expand our full advocacy network to include all 100 NC Counties, ensuring strong representation from rural, suburban, and urban communities.
- **Develop and oversee the implementation of a comprehensive communications plan**, designed to help advance NC Child's mission and raise the visibility of the agency.
- Lead the development of clear and compelling campaign messaging that aligns with NC Child's values of equity and nonpartisanship.
- Cultivate media relationships and lead the creation and execution of earned media plans; Train and support NC Child leadership and program staff to serve as expert spokespeople.
- Provide direction and support for communications and marketing staff to ensure high-quality communications, research publications, toolkits, blogs, fact sheets, digital advocacy and social media content, and other materials necessary to support advocacy activities.
- **Develop and strengthen strategic partnerships** among nontraditional partners outside of our Child Advocacy Network; Identify alliance opportunities to propel our public policy agenda forward.
- Represent NC Child on various coalitions, task forces, and campaigns.
- **Partner with development director to ensure donor communications** are consistent with agency priorities, public policy agenda, and campaign strategies.
- Identify potential funding opportunities through strategic partners, grassroots advocates, and foundation relationships.

Qualifications

Candidates should demonstrate the following required skills and/or traits:

- Commitment to children and NC Child's mission, including racial equity.
- Extensive work experience in policy advocacy or campaigns, with an emphasis on communications and/or advocate engagement.
- Experience leading successful advocacy campaigns from start to finish.
- A clear understanding of North Carolina's political environment and the ability to be a political pragmatist.



- Experience working with the media.
- Excellent leadership and management skills.
- High degree of emotional intelligence.
- Excellent communicator with both internal and external stakeholders.
- Ability to relate easily to diverse individuals and groups, form and lead coalitions, and foster consensus.
- Ability to coordinate multiple competing priorities and complex assignments.
- Collaborative team player who appreciates and contributes to a diverse work environment.
- Ability to pivot quickly and adjust to an ever-changing political and non-profit environment. This means being able to multi-task, prioritize and re-prioritize as needed to get the job done.
- Kindness and compassion for others. NC Child believes that how we go about doing our work is as important as the end results. Demonstrating kindness and compassion with our team members, our allies and stakeholders, and with those who may not always agree with our positions, is part of what makes our agency strong. The ideal candidate will share this value.

Bonus Skills & Experience

The followings skills and/or experience are NOT required. However, please let us know if you would bring any of these assets to the organization:

- Proficiency in Spanish

Position Type: Full-Time, Permanent

Compensation: NC Child offers a competitive salary and benefits package, including health and dental insurance, paid sick days, vacation, paid family leave, sabbatical, and a commitment to professional development. Learn more about our benefits [here](#). The hiring range for this position is \$81,800 – 102,300 depending on training and experience.

Position Requirements

The Senior Director of Advocacy is a full-time position (40 hours/week).



NC Child uses a hybrid work model, with staff having the flexibility to work both from home and our office in Raleigh. The Senior Director of Advocacy will be expected to maintain a presence in the office part of the time, as our work is highly collaborative.

The Senior Director of Advocacy will occasionally need to travel around and outside the state. They will be reimbursed for all mileage traveled to project sites at the standard IRS rate for business purposes.

NC Child requires staff to be vaccinated against COVID-19.

How to Apply

1. After reviewing the full job description, please complete the application form by clicking the “Apply Now” button on [the website](#).
2. You will need to upload your cover letter, resume, and a list of 3 professional references.
3. Your cover letter and resume should be no more than two pages each.
4. The cover letter, resume, and list of references should be uploaded as .doc, .docx, or .pdf files. Incomplete applications will not be considered.

Deadline to Apply: March 24, 2023