POSITION TITLE: Director of Grassroots Advocacy
LOCATION Washington, D.C.
TRAVEL: Occasional
SALARY: $100,000 - $115,000 DOE

POSITION SUMMARY

Advocates for Community Health (ACH) is looking for a senior level Director of Grassroots Advocacy & Membership. The position involves developing and implementing a grassroots advocacy strategy that aligns with the organization's mission and priorities. The candidate will be responsible for driving member and partner knowledge of the organization's public policy agenda, and supporting activities related to maintaining and establishing relationships between ACH members and Congressional policymakers. The Director will lead efforts to maximize opportunities to elevate and increase the organization's visibility and influence via grassroots and strategic advocacy. The role requires collaboration with other departments to ensure advocacy efforts are effectively communicated to members and supporters, while using programming and advocacy opportunities to increase engagement, influence policy priorities and support grassroots recruitment efforts. The position also involves planning and executing grassroots advocacy campaigns, organizing advocacy events, and cultivating partnerships with key stakeholders. The successful candidate will provide regular reports on grassroots advocacy network growth, engagement, and advocacy efforts to the CEO and Board of Directors.

RESPONSIBILITIES/DUTIES

- Develop and implement a comprehensive grassroots advocacy campaign and strategy that aligns with ACH's mission and priorities and engages members and supporters in advocacy efforts.
- Drive grassroots network growth by attracting and engaging members and other stakeholders in advocacy initiatives, including the use of programming and services aligned with ACH policy priorities
- Work with the ACH Leadership Team to create innovative ways to engage members and stakeholders in advocacy initiatives and recruit new members and partners to join ACH's ranks.
- Enhance member and partner knowledge of the organization's public policy agenda and achievements via regular communications, training, programming and updates to ACH website and collateral.
- Support activities related to maintaining and establishing relationships with members, including advocate recruitment and retention.

- Develop advocacy activities to maximize opportunities to elevate and increase ACH influence that will positively affect policy priorities and position the organization as an industry leader.
- Develop and execute advocacy and grassroots strategies to support the organization's public policy agenda and priorities, including training, and advocacy specific programming targeted to cultivating both grassroots and grasstops.
- Collaborate with the Director of Communications and Marketing to ensure that advocacy efforts are effectively communicated to members and other stakeholders.
- Develop and implement advocacy estrategies to ensure ongoing engagement and support, and to increase ACH's grassroots advocate base.
- Conduct research and analysis to identify opportunities for growth and improved engagement within the organization's advocate network.
- Track, analyze and report on advocacy engagement across membership and set goals and benchmarks for growth and increased engagement.
- Build and maintain relationships with keystakeholders to advance the organization's mission and priorities.
- Represent the organization among membership and in relevant coalitions and partnerships to advance shared goals.
- Create and manage member engagement and advocacy strategies to ensure that members are aware of and actively involved in the organization's activities, programs and initiatives.
- Collaborate with the ACH team to develop targeted messaging and materials to communicate with members and supporters.
- Organize and lead member/advocate events, such as meetings, forums, and rallies, to build relationships, advance policy priorities and promote the organization's mission.
- Provide regular reports on advocate network growth, engagement, and advocacy efforts to the CEO and Board of Directors.
- Lead the development, implementation, and ongoing expansion of the ACH Advocacy Network, including establishing the infrastructure, strategies, and processes necessary to recruit, organize, engage, train, retain, and activate grassroots advocates nationwide.
- Develop and execute a comprehensive advocate recruitment and engagement strategy designed to build a diverse, sustainable, and actively engaged network of community health center advocates, members, partners, and other stakeholders.
- Establish and implement a field organizing strategy to strengthen ACH's grassroots presence, including identifying and developing advocacy leaders, building relationships within key congressional districts and states, and coordinating localized advocacy efforts aligned with ACH's federal policy priorities.

- Design and implement advocate onboarding, training, commu
- nications, and mobilization initiatives to ensure network participants are informed, equipped, and prepared to take meaningful action on ACH's legislative and policy priorities.

- Develop and execute targeted grassroots activation campaigns, including coordinated calls to action, congressional outreach, constituent engagement, and other advocacy activities designed to influence policymakers and advance ACH's legislative agenda.

- Establish measurable goals, performance indicators, and engagement benchmarks for the ACH Advocacy Network, including recruitment, retention, geographic representation, advocate participation, activation rates, and overall network effectiveness.

QUALIFICATIONS

- Strong leadership and management skills.
- Excellent interpersonal and communication skills to engage with members, stakeholders, potential partners and policymakers.
- Knowledge of and experience with grassroots advocacy tactics and strategies.
- Familiarity with issues related to the organization's mission and the ability to translate them into actionable advocacy initiatives.
- Experience in event planning, including meetings, conferences, and other events designed to engage members and the community.
- Understanding of data analytics and the ability to use data to inform decisions related to advocacy programs.
- Experience with advocacy database and activation platform management.
- Experience presenting complex information to diverse audiences with a range of knowledge and experience on subject matter.
- Experience working in non-profit/association membership sector preferred.
- Strong background in public health, health care policy and advocacy.
- 7+ years of successful experience developing and managing integrated, multi-faceted initiatives in grassroots advocacy.

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BENEFITS

- Generous PTO plan including paid holidays
- Health, Dental, Vision, STD, LTD and Life Insurance plans offered
- Access to ACH’s 403(b) retirement plan
- Company laptop and cell phone

Please submit a resume and cover letter to info@advocatesforcommunityhealth.org.