



## Position Description

<b>Title:</b> Director of Impact Strategy – Policy & Advocacy	<b>Hours:</b> Full-Time
<b>Classification:</b> Exempt	<b>Created On:</b> 01/06/2017
<b>Department:</b> Community Impact	<b>Last Revision Date:</b> 04/05/2017
<b>Reports to:</b> VP, Community Impact	

### Summary of Position:

The primary responsibility for this position is to help achieve The Minneapolis Foundation's goals by complementing its monetary donations with non-monetary actions in policy and advocacy. Key activities include analyzing public policy, developing a plan to impact that policy and implementing direct advocacy with public entities. Reporting to the VP of Community Impact, this individual works most directly with members of the Community Impact team. The policy/advocacy work plan is developed with that team, and the CEO, as they determine the Foundation's strategic outcome goals, currently inclusive of education, economic vitality and civic engagement. The work plan is focused and defined to advocate around the strategic outcome goals where the Foundation makes direct investments each year, as well as around those areas where donors make their most significant investments (such as the environment, housing, health and the arts). This position advances the Foundation's understanding of how public policy and investment can contribute to the successful achievement of the Foundation's Impact goals.

### Principal Duties and Responsibilities

20%	<p><b>Devise and implement effective legislative strategies to move the Foundation's priority outcome goals forward:</b></p> <ul style="list-style-type: none"> <li>• Provide strategic analysis and background for the development of the Foundation's annual policy agenda</li> <li>• Develop targeted annual advocacy strategies</li> <li>• Monitor and analyze relevant activity at the local, state and federal level and in peer organizations regionally and nationally</li> <li>• Strategize and assess on a regular basis various policy or political developments that impact our work and garner feedback to determine the priority focus of the organization on advocacy issues</li> <li>• Develop policy proposals around strategic outcome goals and objectives and advocate them individually and in conjunction with allies.</li> </ul>	Essential
10%	<p><b>Advocate and lobby on nonprofit and public interest issues at the local, state, and national level:</b></p> <ul style="list-style-type: none"> <li>• Participate and/or lead coalitions to achieve the Foundation's policy goals.</li> <li>• Meet regularly with and develop relationships with key legislative personnel</li> <li>• Represent the Foundation sector on government committees or task forces</li> </ul>	Essential
10%	<p><b>Secure resources to sustain advocacy and community engagement work:</b></p> <ul style="list-style-type: none"> <li>• Proactively identify funding sources, considering both private and public funds</li> <li>• Work with the Foundation's Philanthropic Services team and senior staff in support of fundraising efforts</li> <li>• Assist in writing funding proposals as needed</li> </ul>	Essential
15%	<p><b>Lead communication efforts around the Foundation's advocacy and policy initiatives:</b></p> <ul style="list-style-type: none"> <li>• Serve as a spokesperson for the Foundation on advocacy and policy issues speaking with media, both print and broadcast</li> <li>• Devise and lead advocacy campaigns for the Foundation's strategic priorities.</li> </ul>	Essential

	<ul style="list-style-type: none"> <li>• Work closely with the External Relations team to develop communication campaigns and proactively pursue media opportunities regarding legislation and policies as well as the Foundation’s advocacy activities.</li> <li>• In coordination with the External Relations staff prepare content for presentations and speeches for Foundation staff on relevant advocacy priorities.</li> </ul>	
15%	<p><b>Partner with external stakeholders to advance the Foundation’s policy agenda:</b></p> <ul style="list-style-type: none"> <li>• Build and maintain relationships with key partner organizations and individuals including elected officials and staff in the governments of the state of Minnesota, Hennepin County, the city of Minneapolis, the Minneapolis School Board and the Minneapolis Park Board.</li> <li>• Along with the public partners noted above, work with other advocacy organizations coalitions, and like-minded associations and entities (such as nonprofits, NGO’s, policy forums/think tanks, academicians, and members of the Minneapolis community committed to the Foundation’s policy agenda).</li> <li>• Provide formal briefings and trainings to nonprofit organizations on policy planning, issue development, advocacy, message development, grassroots organizing and media advocacy.</li> <li>• Prepare policy and advocacy materials including action alerts, talking points, policy statements, issue briefs, letters, press statements, opinion editorials, website updates, advocacy toolkits, and legislative and public policy reports.</li> </ul>	Essential
20%	<p><b>Advance the ability of other Foundation staff and volunteers to support the Foundation’s policy initiatives:</b></p> <ul style="list-style-type: none"> <li>• Develop key messaging documents, informational materials, talking points, etc. that Foundation staff can use in advocacy efforts.</li> <li>• Develop and maintain effective online advocacy tools to help expand the Foundation’s advocacy capacities including through social media.</li> <li>• Promote the use of the Foundation’s measurement tools in policy analysis and development.</li> <li>• Design and Implement training programs to build and sustain nonprofit capacity and commitment to policy advocacy.</li> <li>• Lead an organizational effort to incorporate advocacy into impact, marketing and other functions at the Foundation.</li> <li>• Update staff regularly on key developments in public policy as they relate to the areas where we work.</li> <li>• Hold regular trainings and feedback sessions on how to advocate and what tools the Foundation has for staff to engage in advocacy.</li> </ul>	Essential
5%	<p><b>Represent the Foundation among key audiences:</b></p> <ul style="list-style-type: none"> <li>• Represent the Foundation at external events including conferences, coalition meetings, as well as at briefings, hearings and other stakeholder meetings</li> </ul>	Essential
5%	<b>Other duties as assigned.</b>	Secondary

**Minimum Qualifications:**

- Bachelor’s degree in public affairs, political science, public administration, communication, journalism, law or related field and five to seven years of proven experience in issue advocacy and direct lobbying, managing policy and/or communications campaigns with proven impact - preferably in a nonprofit organization, and extensive work with advocacy coalitions.
- Proven ability to:
  - Work effectively and collaboratively with diverse individuals including colleagues, coalitions, community groups’ working across the political spectrum; valuing differences of race, ethnicity, age, gender, sexual orientation, religion, ability and socio-economic circumstance.

- Successfully collaborate with multiple stakeholders, working well at all levels, including executive leadership, Board members, government officials, donors, nonprofit partners.
- Communicate complex information clearly in writing and in oral presentations to a range of audiences.
- Coach staff around public speaking and advocacy.
- Work under pressure and think quickly on feet.
- Independently keep organized in a fast-paced environment, managing several projects simultaneously, and adjust strategy to frequently changing demands, completing projects with minimal supervision.
- Raise funds, work with advocacy coalitions.
- Skills and characteristics including, but not limited to:
  - Excellent organizational skills, ability to think strategically and execute tactically, a self-starter with an eye for impact.
  - Experience in coalition-building and working in a team environment.
  - Deep skills in organizing electoral, issues and/or legislative campaigns, excited about trying new ideas.
  - Passionate about working with communities of color and adept at listening and learning from a broad community.
  - Experience mobilizing constituents to participate in campaign development and actions.
  - A strong understanding of how to integrate theory, ideas, political analysis and education into movement building.
  - Appetite for data analysis, strong research skills with high attention to detail, and ability to use data in shaping policy messages.
  - Strong leadership and interpersonal skills with demonstrated savvy to effectively influence others.
- Proven ability to develop and provide advocacy training.
- Knowledge of Minnesota’s state and local legislative systems and nonprofit sector.
- Current lobbyist license and commitment to the highest ethical standards of lobbying and professionalism.
- Proficiency using Microsoft suite of products including Word, Excel, PowerPoint, Outlook and other software.
- Demonstrated strength and experience in fundraising, management, public speaking and writing.

**Measures of Accountability:**

Include the degree to which:

- Assigned work is accurately completed in a timely manner.
- Work time is managed effectively.
- Sound professional judgment is demonstrated.
- Cooperative and supportive work relationships are maintained.
- Adherence to policies and procedures is demonstrated.
- Confidentiality and discretion is demonstrated.
- Consistent delivery of the highest level of customer service is demonstrated.
- Verbal and written communication is effective.
- Regular and reliable attendance at work is maintained.

**Supervision Responsibilities**

None

**Working Conditions**

Long hours as needed is required, particularly during, but not limited to, the Minnesota Legislative session. The majority of the work in this position is performed in a general office setting and the successful candidate must be able to work at a PC for extended periods of time.

**To Apply:**

Submit cover letter, resume, salary history and references to:

[HR@mplsfoundation.org](mailto:HR@mplsfoundation.org)

Priority will be given to those who apply by close of business May 5, 2017.

*The Minneapolis Foundation is an Equal Opportunity Employer*