



## **Associate Director, Field Services**

The American Association of University Women (AAUW) is the nation's leading voice promoting equity and education for women and girls. Since our founding in 1881, AAUW members have examined and taken positions on the fundamental issues of the day — educational, social, economic, and political.

Since AAUW's founding our members and supporters have spoken out about policies important to women and girls. Without their voices, invaluable legislation would have never been passed. In recent years, such legislation included the Family and Medical Leave Act, the Matthew Shepard and James Byrd Jr. Hate Crimes Prevention Act, and the Lilly Ledbetter Fair Pay Act.

AAUW's policy work connects and rallies advocates at the local, state, national, and global levels to advance our work to empower women and girls. With the member-endorsed Public Policy Program as our guide, AAUW uses lobbying and grassroots efforts to push forward policies that break through educational and economic barriers for women.

### **Summary Description**

The Associate Director, Field Services, leads and manages the development of comprehensive and strategic grassroots advocacy program to further AAUW priority policy issues; supervises grassroots staff; implements field development and training activities, including but not limited to volunteer leadership identification and recruitment, voter education and e-advocacy activities; and develops public policy and grassroots organizing materials.

### **Essential Duties**

- Comprehensively assess field strengths and weaknesses and work to build strength where needed. Develop strategies and systems for providing technical assistance and training to state branches and track their activities.
- Supervise a field staff of national staff and in-state volunteers. Provide and supervise staff's technical assistance to support members' public policy advocacy and voter education work. Provide oversight to departmental grassroots projects, including coordination of timelines and appropriate staff to ensure goals are met. Oversee responses to AAUW member comments, questions, and concerns.
- Participate in the planning and implementation of AAUW public policy events as well as AAUW conventions, lobby days, conferences, and other special events.
- Oversee the selection and technical assistance for the progress of Impact Grant states. Monitor and evaluate program to ensure it reflects AAUW priorities.
- Manage national voter education campaign, including coalition-building, voter guide production, targeting and field activation. Write and deliver speeches, develop and

facilitate workshops on AAUW public policy priorities, grassroots advocacy, voter education, and voter turnout.

- Develop and write articles for AAUW Outlook and other publications; and coordinate the development and distribution of Action Network alerts and Washington Update e-bulletins.
- Manage AAUW's Action Network database. Work with IT staff to keep data synchronized with AAUW member database. Keep abreast of and implement latest electronic and grassroots advocacy techniques, tools, and best practices.
- Coordinate with staff in preparing an annual budget proposal for grassroots lobbying and voter education.
- Ensure that appropriate staff in other departments is regularly informed about public policy advocacy and voter education activities. Work with Development to develop new ways to raise funds from Action Network and with Membership to recruit new members through grassroots advocacy activities. Work with Communications, Membership, and other program departments to carry out strategies to link work on AAUW's policy priorities and programs to our mission.
- Assist department director with her liaison duties to the APPC by coordinating committee meetings, activities and calendars. Participate as requested in leader meetings including AAUW Public Policy Committee (APPC) and AAUW Board of Directors. Participate on staff committees or tasks forces as assigned.
- Maintain regular contact with key activists in assigned states. Keep up-to-date on AAUW issues by reading professional journals, newspapers, magazines, and other relevant sources.
- Take action authorized during lead staff's absence and use initiative and judgment to see that matters requiring attention are referred to delegated authority.
- Be an active supporter and participant in a collegial and productive work environment.
- Represent AAUW in coalition organizations to develop effective advocacy strategies.
- Perform other related/comparable duties as required and assigned.

## **Minimum Qualifications**

- Bachelor's degree in related field required. Master's strongly preferred.
- Minimum of ten years full-time, paid staff experience in a supervisory position (field director, regional field director, or lead organizer) with an electoral or issue campaign, or labor union.
- Expert knowledge of field organizing and e-advocacy best practices.
- Experience recruiting, developing, and supervising volunteer leaders, and working with diverse members and volunteers. Ability to demonstrate and establish credibility and professionalism with diverse group of volunteer leaders in person, over phone, and in written communications.
- Experience working in coalitions with national, state, and local partner organizations.
- Ability to articulate the relevance of AAUW public policy priorities to members, other organizations, and the community.
- Experience with data management, voter registration files, and tracking state legislation required. Experience with VAN required. Familiarity with Salsa Labs, StateTrack,

Knowlegis, and similar advocacy and organizing platforms preferred. Familiarity with state and federal election laws a plus.

- Excellent written and oral communications skills; and ability to analyze and synthesize information quickly and accurately. Ability to create PowerPoint presentations, training documents, advocacy emails, call scripts, event fliers, and budgets.
- Ability to demonstrate effective grassroots public policy strategies required; knowledge of the legislative process and women's issues a plus.
- Ability to work both independently and as part of a team.
- Ability to travel and work weekends as required.

## **To Apply**

Submit a résumé with cover letter detailing your interest and qualifications, along with salary requirements and a relevant organizing writing sample, by email indicating position title to [aauwjobs@aauw.org](mailto:aauwjobs@aauw.org).