Advocacy Officer

Job Description

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

JOB SUMMARY: The Advocacy Officer (Officer) is a passionate, focused and strategic individual who has experience in policy and government relations. The Officer works with a variety of stakeholders to develop and implement the Foundation’s advocacy strategy, focused on ensuring that needs of melanoma patients is integrated within national policy and funding priorities. The Officer works collaboratively and seamlessly across the Foundation’s programmatic areas to ensure alignment with the overall strategic plan.

DUTIES AND RESPONSIBILITIES: Indicates the action or outcomes required to fulfil each major responsibility of the position.

Policy & Government Affairs – focused on the Foundation’s priorities of research, education, prevention and access.

- Research and monitor government activities that could affect melanoma patients and caregivers.
- Manage the Foundation’s lobbyist and maintain communication between lobbying activities and wider programmatic initiatives.
- Assists senior management and leadership with strategic planning for known and potential regulatory activities related to melanoma patients.
- Builds and maintains professional relationships with members of federal, state, and local government entities and agencies, including FDA, NCI, NIH, on key priority areas.
- Joins associations, coalitions and industry committees and seek leadership roles.
- Collaborate with industry partners and development to advance programmatic needs.
- Testifies before government committees on behalf of the Foundation and community and coordinates testimony for others testifying on behalf of the Foundation.
- Represents the Foundation in media opportunities related to advocacy priorities.
- Introduces legislative and public policy changes that will support Foundation priorities.
- Assist the Foundation’s Communications team in developing all written and online advocacy materials to educate Congress, the public and others on awareness of the disease and need for research funding.

Program Development

- Develop advocacy opportunities for patients/caregivers in conjunction with the Foundation’s other programmatic areas – Research and Education. Such as participation on industry panels, FDA listening sessions and patient roundtables.
- Develop and lead the annual Advocacy Days program.
• Collaborate with programmatic colleagues on Foundation-wide events that involve advocates.
• Develop programming that aligns with the Foundation’s strategic plan in regards to advocate engagement.
• Develop and implement a strategic plan to recruit, engage and retain melanoma advocates to increase the general public’s understanding and support (i.e. funding, etc.) of the Foundation’s advocacy priorities.
• Oversee advocate education and research coursework by updating existing courses and developing new ones.
• Approve mission-focused news and articles for promotion on the Foundation’s social media channels.
• Develop and manage the Advocacy Department budget.
• Identify and maximize program potential for generating revenue by supporting development in sponsor and grant funding opportunities by providing expert opinion, program descriptions and news, and compelling up-to-date metrics and reporting.
• Lead Advocacy Team to meet or exceed annual strategic plan goals.
• Participate in the creation, planning, and implementation of new and existing projects.
• Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES: Reflects the specific competencies required for job performance.
• 5+ years working in non-profit government policy and/or relative healthcare legislative experience
  o Experience working on Capitol Hill preferred
  o Experience working for a cancer-related non-profit preferred
• Relationship building and concise communicator
• Experience with advocacy mobilization and engagement platforms, such as Phone 2 Action, preferred but not required
• Experience using survey platforms, such as Survey Monkey
• Team-player with a positive attitude who can effectively work with multiple constituents.
• Passionate about patients and their needs
• Able to travel up to 10%

EDUCATION:
• 4 Year degree required, preferably in public policy or public administration
  o Master’s degree preferred

OTHER REQUIREMENTS: Describes any other requirements or physical demands not indicated elsewhere.

ADA PHYSICAL DEMANDS: The physical demands represent those that must be met by an employee to successfully perform the essential duties and responsibilities of the position.
Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

- The position requires being seated for several hours a day.
- The employee must frequently speak and hear as well as utilize the telephone, computer keyboard and monitor, pen and paper.
- The employee is required to walk and/or travel by car, train or plane.