

**POSITION TITLE:** Director of Advocacy and Outreach

**QUALIFICATIONS:** Bachelor's degree with six to nine years of related work experience required. Prior experience in public policy and/or government relations in the education sector. Prior experience in high-level strategic planning and implementation. Well-developed written and verbal communication and listening skills. Outstanding interpersonal and teamwork skills; and strong organizational skills, including keen attention to detail. Demonstrated ability to work with diverse personalities and interests, in both individual and group settings, towards identifying and achieving mutually beneficial objectives and outcomes. Ability to transform complex and detailed information into straightforward and clear messages that effectively communicate and accurately reflect Richmond Public Schools (RPS) position and intent. Knowledge of and experience with traditional and digital communications tools, especially social media applications to build community interest and engagement. Experience in community networking, engagement and outreach, especially in grassroots environments. The ability to learn quickly, work in a fast-paced environment, and multi-task effectively.

**PERFORMANCE EXPECTATIONS:** Serves as a member of the RPS leadership team and acts as a senior advisor to the Superintendent / Chief of Staff in matters pertaining to high-level government relations activities. Serves as the key RPS liaison with the City of Richmond, the Virginia General Assembly, the Virginia Executive Branch and Agencies, and other key stakeholders and advocacy groups. Leads the development and implementation of a strategic government affairs plan, to include a legislative platform and strategic advocacy plan. Serves as a contributor and facilitator, as appropriate, for strategic initiatives and strategic plan development and execution. Works with cross-organizational staff to develop and coordinate consistent information and strategic messaging on key issues and to gain understanding of other goals and objectives while sharing other government and policy perspectives and knowledge. Recruits and engages subject matter experts as needed for policy and advocacy. Provides community involvement, in cooperation with the Department of Community Partnerships, by developing and maintaining relationships with external entities, serving on appropriate boards, making presentations, and serving as a liaison between the community and the schools. Provides updates to superintendent, board, administrators, school and parent groups concerning pertinent government issues, in coordination with strategic government affairs plan. Identifies challenges and emerging issues, including assessing impact of current and proposed government actions, works with leadership team and other staff to recognize internal and external opportunities and solutions, and defines and execute appropriate strategies to support them. Performs other related duties as assigned.

**GENERAL DEFINITION AND CONDITIONS OF WORK:** Responsible for Richmond Public Schools' overall government and external relations strategy including the development, integration, and implementation of focused public relations activities related to the strategic direction and needs of the district. Work requires frequent standing, sitting, light lifting up to 20 pounds, walking, vocal communication for expressing or exchanging ideas, hearing to perceive information at a normal spoken word level, and visual acuity for preparing and analyzing written or computer data.

**REPORTS TO:** Chief Engagement Officer

**PAY SCHEDULE:** Unified Pay Schedule, Pay Grade 133

**LENGTH OF CONTRACT:** 260 Days (12 months)

**FLSA:** Exempt