

National Association for Music Education Job Description

Job Title: State Advocacy Engagement Manager
Reports To: Director of Public Policy & Professional Development

SUMMARY

The State Advocacy Engagement Manager informs, engages and activates the public, policymakers and educational leaders to promote and support music as an integral and key component of a well-rounded education accessible to all students across all states. Areas of activity include support of the state music education associations affiliated with NAFME in their state level advocacy work; helping build state-level coalitions in support of music education; creating tools and resources to support quality state-level advocacy in support of music education; and connecting members to state-level and local-level advocacy efforts and resources.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Support state organizations working to strengthen music education through:
 - Fostering relationships with NAFME's state music education associations and their advocacy leaders
 - Facilitating and leading the Advocacy Leadership Force (ALF) of state-level music education advocate leaders, in coordination with the NAFME policy team, building a vibrant virtual professional learning community.
 - Advocating for coherent and supportive state level policy in collaboration and coordination with NAFME's state music education associations.
 - Working in coordination with state association lobbyists in developing and executing activities in support of music education
 - Developing state-level advocacy agendas and coordination of state-level coalitions, which may include partner organizations coordinating with state music education associations and non-traditional partners interested in supporting music education.
 - Participating in state-level legislative and regulatory lobbying in support of music-supportive policy goals.
 - Developing tools and materials to help state association leaders support music-supportive state level implementation of the Every Student Succeeds Act.
 - Facilitating state-level training events and policy implementation guidance.
 - Building capacity for state and local advocates to help them create and support policy favorable to music education.
2. Pursue a state policy agenda in support of music education through:
 - Monitoring and analyzing relevant activity from state legislatures, state

boards of education, and state departments of education regarding policy and rule-making of interest to music education advocates.

- Monitoring and working with state education associations, such as National Council of State Legislatures, National Governors Association, Education Commission of the States, and Council of Chief State School Officers.
 - Providing strategic analyses for the development of state level legislative and regulatory requests, in partnership with the ALF and state music education associations.
 - Preparing policy briefing materials for members, National Executive Board, and federated association leaders.
3. Broadcast NAFME's state level policy agenda through:
- Distributing relevant information to the states as needed via the ALF network and state leaders in support of the policy agenda
 - Creating biweekly blogs on state level advocacy issues, including building a network of guest bloggers, for distribution to all members and through affiliated state outlets
 - Conducting advocacy training and creating advocacy training materials for state and local level advocacy, including in-person and virtual training offerings
 - Creating and disseminating NAFME's public policy statements, specifically regarding the state level policy agenda
 - Creating additional content as needed for social media, press releases, blog posts and other communication outlets.
 - Working cross-departmentally to coordinate advocacy support for members and state associations
4. Support NAFME state and national leadership in the annual Assembly and Hill Day through:
- Building onsite and virtual training to support advocates prior to the annual Hill Day
 - Determining the federal policy agenda in light of state advocacy needs and in collaboration with the policy team
 - Serving as a guide and support on Hill Day to all participants
5. Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

* None

BUDGETARY RESPONSIBILITIES

- Develops and tracks budgets related to assigned Programs & Activities; reports budget deviations to supervisor.

QUALIFICATIONS

- Understanding of the state legislative process and variations among state processes
- Understanding of the state regulatory process for creating administrative rules relevant to public education (such as standards, licensure of teachers).
- Understanding of and passion for the policy and substantive issues facing music education and/or education broadly.
- Acquaintance with the workings of state departments of education, state boards of education, and state legislatures, local school boards.
- Ability to draft and analyze legislative and regulatory language. Bill drafting experience or experience drafting regulations preferred.
- Experience in building and working with advocacy coalitions, preferably at the state level, and including identifying traditional and non-traditional partners.
- Excellent strategic planning skills, including ability to establish priorities and accomplish goals directed toward NAFME's mission and goals.
- Excellent interpersonal communication skills, especially with regard to members, state and national volunteer leaders, and policymakers and staff, elected and appointed.
- Excellent verbal and written communication skills.
- Ability to analyze and solve problems.
- Familiarity with state level lobbying compliance protocols and willingness to register and report

EDUCATION AND/OR EXPERIENCE

- Bachelor's degree in related field.
- Direct experience in advocating at the state level, preferably in the area of public education.
- At least 5-7 years directly relevant work experience.

DESIRED SKILLS

- Ability to read, analyze, and interpret public policy, legislation, agency rules and other legal documents.
- Ability to respond to inquiries from members, internal/external stakeholders, regulatory agencies, or members of the academic, government, and business communities, and other relevant constituencies.
- Ability to write and design effective professional development experiences for members and association leaders, both state and national.
- Ability to effectively present information, written and verbal and for webinar (virtual) to association leadership, membership and public groups and other relevant stakeholders.

- Familiarity with CQ Engage, FiscalNote, VoterVoice or other online advocacy communication software platforms.
- Familiarity with membership database software, and the ability to extract data on advocates from such databases.
- Ability to use social media platforms effectively in messaging advocacy.

CERTIFICATES, LICENSES REGISTRATIONS

- Hold a valid driver's license.
- Able to be appropriately bonded.
- Willingness to register as a lobbyist, possibly in multiple jurisdictions.

PHYSICAL DEMANDS

- Willingness to travel on occasion throughout the year; estimate 10-20% of time will be travel

WORK ENVIRONMENT

- Work ordinarily performed in a standard office environment.

Candidates should send a resume and cover letter to LynnT@nafme.org.