



JOB DESCRIPTION

Working Job Title: Director, Advocacy & Policy Communications
Position Reports To: Senior Vice President, Marketing & Communications

[The Allegheny Conference on Community Development](#) is one of the nation's leading economic and community development organizations. The Conference brings together public and private sector leaders around a shared regional agenda designed to improve the economic future and quality of life of the 10-county Pittsburgh region.

The Conference markets the Pittsburgh region for business investment and job creation while championing public policies to improve its competitiveness. By bringing together more than 300 [Regional Investors Council members](#) and leadership from across the region, the organization defines southwestern PA's near- and long-term opportunities and challenges; identifies solutions to capture these opportunities and meet these challenges; and mobilizes the public, private and non-profit sectors to achieve results.

The Conference's goal – as it has been for almost 75 years – is to do this job better today than we did yesterday, while thinking and working together to create a next generation economy for all for the future.

OBJECTIVE

The Director of Advocacy & Policy Communications will collaborate with internal and external stakeholders to provide communications strategy and support to advance the advocacy and policy objectives of the Allegheny Conference.

PRIMARY RESPONSIBILITIES

- Develops communications strategies and provides guidance and support to advance public policy and advocacy objectives on the Conference's agenda including in the areas of transportation and infrastructure, energy and sustainability, community development, workforce and business competitiveness. Works across teams to develop and implement communications strategies for these and related initiatives.
- Proactively identifies opportunities for earned media coverage to advance the organization's advocacy and policy objectives.
- Researches and writes speeches, testimony, op-eds and develops content for print and digital publications.
- Develops strategies for and manages social media platforms.
- Serves as editor and oversees the production of a policy e-newsletter; coordinates production and execution of annual reports and serves as staff lead for distribution.
- Contributes to content management across Conference and affiliate websites, including multimedia and written content.
- Convenes regular cross-functional meetings with the goal of increasing collaboration and developing plans to support and produce deliverables related to organizational advocacy and policy goals.
- Ensures corporate compliance with writing, graphic and brand standards across organizational materials and events.
- Facilitates efficiency of the organization by performing other duties and participating in special projects, as assigned.

SKILLS & EXPERIENCE

- Education:** Bachelor's degree in Journalism, Technical Communications, Political Science or related field.
- Knowledge:** Public policy, local/state/federal advocacy experience preferred. Knowledge of the business and civic leadership audience preferred.
- Experience:** 5+ years progressively responsible professional experience in public policy communications.
Demonstrated experience and ability to write a variety of policy-oriented communications such as web copy, articles, op-eds, speeches, backgrounders, news releases and talking points.
Experience and comfort in working with senior-level public and private officials.
- Skills:** Proactive thinker and strategist.
Strong professional writing and oral communications skills including the ability conceptualize and produce a range of communications and advocacy-oriented deliverables.
Ability to understand and quickly synthesize complex source material including reports, policy statements, legislation and regulations.
Ability to identify and cultivate media contacts and to solicit interest in media advisories, releases and story ideas.
Ability to work and thrive in a multi-task and multi-deadline environment. This position requires high-level attention to detail and a focus on deliverables without losing sight of overall organizational goals/ strategies.
Ability to balance and prioritize demands from a variety of sources, both internal and external, and deal effectively with politically sensitive, as well as confidential, information.
Strong interpersonal skills and ability to work effectively with a wide range of internal clients exercising good judgment, maturity and diplomacy.
Self-starter with proven ability to work in team environment.
Proficient in MS Office suite.

The Allegheny Conference is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit, and business need.

***Send resume and salary requirements to
HRDept@alleghenyconference.org.***