



DIRECTOR OF ADVOCACY JOB DESCRIPTION

Reports to the President & CEO

Basic Function: Serves as the liaison for monitoring and gathering information on local, state, and federal issues. Researches and develops position statements with the Cornerstone Committee for approval by the Board of Directors. Develops quality communications and programs promoting the organizations work as the Chamber of Influence.

Primary Responsibilities:

- Develop communications methods to engage the business community in active interaction and understanding of important business issues.
- Interact with the membership and the community by actively attending meetings and events.
- Based on business interests indicated on agendas, actively attend local government meetings to monitor and report real-time developments with follow up reports and social media postings.
- Assist with the development of an actionable and measurable annual business plan for advocacy related activities. Including:
 - Managing meetings and implementing the work of the Cornerstone Committee.
 - Identify membership wide advocacy issues for DRC focus at local, county, state, and federal levels.
 - Develop digital communications to advance the work of the DRC as it relates to advocacy.
 - Produce a quarterly publication to highlight the advocacy work of the DRC.
 - Prepare a legislative status report during Florida Legislative Session on issues of importance to business.
 - Producing an annual scorecard that is available for public presentation to measure the success of the advocacy efforts.
- Conduct research and create position papers for the Cornerstone Committee while securing approval(s) by the Board.
- Keep current the Where We Stand Document and upload it to the DRC website.
- Regularly update the advocacy section of the website to include action and information important to and for the business community.
- Formally distribute the positions of the DRC to the appropriate recipients based on the topic.
- Determine proper media promotion and provide broad distribution of DRC messaging.
- Recruit high-level speakers and plan advocacy programs including but not limited to:
 - Eggs & Issues (9 programs/year).
 - Quarterly Advocacy Action Series (Tallahassee/Washington).
- Coordinate and implement DRC signature advocacy programs including:
 - Hob Nob (bi-annual)
 - Candidate Training programs (annual)
 - Volusia Days in Tallahassee (annually)/Washington (as warranted)
- Assist with economic development projects as needed for advocacy and regulatory needs.
- Monitor the agendas of local governmental meetings and ascertain if DRC presence and/or presentations are necessary.

Knowledge and Skills

- Strong communication and organizational skills
- Detail-Oriented
- Problem solving
- Adaptable and flexible
- Ability to prioritize and manage multiple priorities
- Basic computer skills
- Ability to work well within a team
- Self-motivated and forward-thinking
- Ability to work with diverse populations
- Other job specific skills as relates to job description

Complete any other duties related to the success of the Daytona Regional Chamber (DRC).

Committee Responsibilities

Cornerstone Committee

Other Committee/Task Force assignments as warranted.