

Position Title: Community Relations & Advocacy
Officer
Reports To: SVP & Chief Advocacy Officer
Prepared: August 26, 2024
Employee Status: Full Time/Exempt



Overview

Works closely with the Chief Advocacy Officer to create and implement legislative and political strategy at the local, state and federal levels. Foster positive relationships, advocate for community needs, and drive impactful change at both the grassroots and policy levels. Manage and grow the Advocacy Ambassadors program to engage and connect local credit union leaders with local political leaders within the state. Lead and oversee the “Buy Lokyl” program.

Responsibilities

- Develop and implement strategies for engaging local businesses, community leaders, and stakeholders to support programmatic goals.
- Manage the Advocacy Ambassador program aimed at promoting public awareness, education, and engagement on key issues relevant to our mission.
- Oversee the “Buy Lokyl” program, which connects credit unions and their members to locally owned businesses.
- Partner with credit unions and community organizations to enroll credit unions and local businesses into the Buy Lokyl program.
- Generate and deliver performance reports to credit unions and local businesses regarding credit union member transactions, membership growth, and other important metrics.
- Cultivate relationships with community organizations, government officials, and other stakeholders to build partnerships and coalitions.
- Organize and coordinate events, forums, and campaigns to promote community engagement.
- Monitor legislative and policy developments at the state and local levels; advocate for policies that align with organizational priorities.
- Collaborate with internal teams to ensure alignment of community relations initiatives with overall organizational strategy and objectives.

- Prepare and disseminate communications materials, including press releases, newsletters, and social media content, to support advocacy and community engagement efforts.
- Evaluate program effectiveness through data analysis, stakeholder feedback, and other metrics; make recommendations for program improvements and enhancements.
- Attend and/or participate in conferences, training seminars, workshops and meetings, when necessary, feasible, or as directed. Attend Kentucky's Credit Unions meetings as necessary or as directed.

Qualifications

Required Skills and Qualifications

- Bachelor's degree in public relations, Communications, Political Science, or a related field.
- Proven experience in community relations, public affairs, advocacy, or a related field.
- Strong understanding of advocacy strategies, public policy issues, and community engagement principles.
- Excellent communication skills, both verbal and written, with the ability to articulate complex issues to a variety of audiences.
- Demonstrated ability to build and maintain relationships with diverse stakeholders, including community leaders, businesses, and government officials.
- Strategic thinker with the ability to develop and execute effective advocacy and community engagement plans.
- Highly organized with strong project management skills and the ability to manage multiple priorities and deadlines.
- Proficiency in Microsoft Office Suite and experience with social media platforms and content management systems.

Additional Requirements

- Availability for occasional evening and weekend events
- Travel within the state as needed and occasionally to out of state events
- Possess valid driver's license and insurable at reasonable rates

Required Certifications/Licenses/Designations

- None

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.