JOB DESCRIPTION

| **Title** | Advocacy Director |
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| **Reports To**  | [Insert Title] |

**Job Purpose**

The Advocacy Director will be responsible for leading [Organization Name]’s efforts in provincial government relations and providing political issues management. The incumbent will also provide media spokesperson support with special attention to the province of [Insert province], and as informed by [Organization Name]’s national advocacy priorities.

The ideal Advocacy Director will be a dynamic and experienced professional who has a deep understanding of the policymaking process, strong relationships with key decision-makers (and an ability to cultivate the same), and a track record of success in advocacy.

**Duties & Responsibilities**

Key responsibilities include, but are not limited to the following:

* Provincial Government Relations:
	+ Build and maintain relationships with provincial bodies across Canada to advocate for policies and regulations
	+ Collaborate with government officials, stakeholders, and industry partners to influence provincial policies
* Media Spokesperson and Messaging/Communications:
	+ Serve as an alternate media spokesperson for [Organization Name], providing expert commentary on [insert subject] issues to media outlets
	+ Develop and implement strategic messaging and communications to raise awareness about [Organization Name]’s advocacy efforts
	+ Coordinate with [Organization Name]’s communications teams to ensure consistent messaging across all communications channels
* Political Issues Management:
	+ Monitor and analyze political developments at the provincial and national level and develop strategies to address potential changes and opportunities
	+ Lead advocacy efforts to mitigate risks and maximize opportunities for [Organization Name] and its members
	+ Provide guidance and support to [Organization Name]’s members in navigating political issues related to [insert subject]
* Additional related duties as assigned

**Core Competencies**

* Excellent verbal and written communication skills, including media relations and public speaking, with the ability to convey complex issues in a clear and compelling manner
* Ability to develop and implement effective advocacy strategies and campaigns
* Ability to build and maintain relationships with key stakeholders, including elected officials, media, and community leaders
* Strong organizational and time management skills
* Excellent attention to detail
* Ability to work independently and collaboratively in a fast-paced environment
* Strong analytical and strategic thinking skills, with the ability to identify risks and opportunities and develop appropriate responses
* Strong project management, multitasking, and decision-making abilities
* Excellent people management and interpersonal skills
* Exceptional negotiation skills

**Qualifications**

* Bachelor’s degree in political science, public policy, communications, or a related field is required. Master’s degree or an advanced degree is an advantage
* Minimum X years of experience in government relations, advocacy, communications, or related roles
* Experience in managing political issues and working with government officials
* Strong understanding of Canadian political landscape, particularly at the provincial level
* Proficiency in English and French is preferred
* Familiarity with business software applications such as Microsoft Office and Google Suite is an asset

**Working Conditions**

* The standard work week for this position is typically XX hours.
* The standard business hours for this position are from <insert time> to <insert time>; Monday to Friday.
* Overtime and hours worked outside of the standard work schedule may be required, including some evenings as needed.
* Some travel may be required.
* This position is remote/hybrid/onsite