Position Title: Director of Advocacy and Communications

Reports To: Vice President of Operations

Supervises: None.

Employment Status: Full-time

Position Overview

This position would coordinate NCFA's government relations, advocacy, and external communications work. The person would manage NCFA's government relations consultant, coordinate internal policy and advocacy activities, and oversee NCFA's social media presence and email communications, including newsletters, advocacy alerts, and other campaigns. They would ensure that NCFA communicates clearly, consistently, and effectively with policymakers, members, partners, and the public.

The person would not necessarily serve as NCFA's primary lobbyist but would be responsible for keeping NCFA's advocacy and communications work coordinated, timely, and moving forward.

Key Responsibilities

The following are the primary responsibilities of this position, including major areas of work, recurring responsibilities, and important projects or functions that this position owns or supports.

- Manage the relationship, priorities, and work plan with NCFA's government relations consultant.
- Coordinate NCFA's federal policy and advocacy priorities, timelines, meetings, materials, and follow-up.
- Monitor relevant legislative and regulatory developments in partnership with staff, consultants, members, and other stakeholders.
- Draft or coordinate advocacy alerts, policy updates, talking points, letters, testimony, public statements, and other external materials.
- Support congressional meetings, Advocacy Day, coalition engagement, and other government relations activities.
- Manage NCFA's social media presence, including developing the content calendar, gathering content and expertise from staff and partners, adapting materials for different platforms, scheduling posts, and monitoring engagement.

- Plan and execute NCFA's email communications and campaigns, including newsletters, advocacy alerts, organizational announcements, and other audience-specific outreach.
- Develop and manage an integrated editorial calendar across social media, email, website, advocacy, and other external communications.
- Manage website content and routine updates in coordination with NCFA's external marketing and website consultants.
- Ensure that NCFA's messaging is accurate, consistent, accessible, and respectful of the diverse experiences within adoption.
- Track communications and advocacy metrics and use them to strengthen future outreach and engagement.

Collaboration & Relationships

Internal: Vice President of Operations, President and CEO, NCFA staff, and other staff involved in policy, programming, research, and external communications.

External: Government relations consultant, policymakers and congressional offices, coalition partners, members, external marketing and website consultants, and other advocacy and communications partners.

Other Duties: This position may be asked to perform other duties and responsibilities that are reasonably related to the position and support NCFA's mission and organizational needs.

Salary range: $80,000 – $90,000

Qualifications

NCFA recognizes that not every candidate will bring all of the knowledge, skills and experiences listed below, and welcomes candidates with a variety of experiences.

- Five or more years of progressively responsible experience in advocacy, public policy, communications, government relations, or a related field
- Excellent written communication and demonstrated ability to translate complex policy issues for different audiences.
- Experience coordinating advocacy campaigns, coalitions, consultants, or legislative activity.
- Familiarity with federal policymaking and congressional processes.
- Experience managing organizational social media, email campaigns, and editorial calendars.
- Sound judgment when communicating about sensitive or contested issues.
- Experience with child welfare, adoption, family policy, or a related field preferred.

To apply, send your cover letter and resume to jobs@adoptioncouncil.org.