



Title: Advocacy Manager

Reports to: Senior Director of Communications

Healthier Colorado is a nonpartisan, nonprofit organization dedicated to raising the voices of Coloradans in the public policy process to improve the health of our state's residents. We believe that every Coloradan should have an equal opportunity of living a healthy life. Healthier Colorado aims to make meaningful change to improve people's health throughout our state's diverse communities.

We're unique in our approach to moving the needle on public policy campaigns. We are the only health advocacy organization in the country that deploys the full range of political activity—from political giving, to grassroots organizing, to lobbying, to running an in-house canvass to further our mission. We believe in the power of public policy and in the power of voters being informed participants in our democracy. Mixing politics and health is uncommon work, but we're comfortable being a bit of a unicorn.

Position Overview

The Advocacy Manager applies a blend of communication and organizing skills to springboard grassroots Coloradans interested in health policy into action, and translates health policy into accessible content for a variety of audiences. The person filling this position serves as a bridge between Healthier Colorado members and Healthier Colorado staff, as well as an internal bridge between a campaign team (state or local) and the communications team. The Advocacy Manager is a critical position that supports both local and statewide policy campaigns and drives engagement of members to see campaigns successfully across the finish line. The shift between campaign teams will be largely dictated by priority and time of year.

During the state legislative session, and in the period immediately preceding its commencement, the Advocacy Manager will work in collaboration with the Policy Manager to execute state legislative campaigns. Utilizing content from the Advocacy Manager and other relevant sources, the Advocacy Manager will produce the first drafts of campaign collateral (such as fact sheets) and legislative testimony within these campaigns, and the communications team will finalize this content. The Advocacy Manager will also have primary responsibility for managing member integration into these campaigns, including preparing them to testify and, in collaboration with the communications team, preparing them for engagement with earned media outlets. The Advocacy Manager will perform functions equivalent to what is described above for local campaigns as needed in venues such as city councils or within ballot campaigns.

Outside of the state legislative session, and beyond any local campaigns and/or ballot measures in which we might be engaging, the Advocacy Manager will spend their summers and



autumns traveling the state of Colorado, leveraging events and trainings to identify and recruit new members who have a personal connection to any of our policy campaigns. The Advocacy Manager will be responsible for contacting members identified online, through our canvass or through field events, who have self-identified as being interested in getting further involved in the work Healthier Colorado is doing. In these initial screenings, the Advocacy Manager will assess how the individual would be best utilized and execute any necessary meetings or trainings needed to groom the member for future activities, as well as connect that person with a campaign and associated staff as needed.

Job Duties

Recruitment

- From our base of members, use our CRM to identify those individuals who are willing to volunteer (testify, canvass, submit an LTE etc) to support our campaigns and identify areas of the state in which we are lacking that base of activists.
- Identify and recruit new potential members through advocacy trainings and Healthier Colorado events or campaigns.
- Build a speakers' bureau of activists who are committed to testifying or sharing their health story in support of a policy campaign on behalf of Healthier Colorado.
- As required attend partner events as the representative of Healthier Colorado to recruit new members.

Activist management

- Communicate with our identified activists on campaign needs.
- Coordinate with the policy and local policy teams on specific grassroots support needed for legislative campaigns.
- Work with the field and policy teams to help train and prepare our members for action - Advocacy trainings, LTE's, and testimony.
- Coordinate with communications team to develop spokespeople for earned media and online collateral for state and local policy campaigns.

Field Support

- Host advocacy trainings every year in areas outside the Denver metro area, the number of which is set by the senior team while setting annual organizational goals (trainings may be virtual or in person pending guidelines from the Colorado Department of Public Health and Environment).



Campaign Support

- From research provided to you, create the first draft of written material for campaigns for the communications department to utilize in drafting public facing communications.
- As needed, represent Healthier Colorado in ballot initiative and campaign specific field and communication coalitions to seamlessly mobilize our resources in tandem with the campaign's strategy.

Qualifications

- 3-5 years experience in public policy, communications, and community organizing.
- A self starter, willing to identify a challenge and apply different strategies to overcome the obstacle.
- Be willing to work some nights and weekends.
- Experience in management is a plus-though not required.
- Cultural Competence: A commitment to the complex understanding of racial justice and the urgency of confronting institutional racism and inequity within our political system. Commitment to equity and inclusion as organizational practice and culture.
- Salary will be commensurate with experience and ranges from \$55,000 to \$58,000 annually.

Healthier Colorado Values

1. Diversity and Inclusion:
We represent and celebrate a diverse staff in regard to race, religion, background, and lived experiences. We see value in these differences and those differences allow us to be more creative and empower our team members to strive for inclusivity and equity.
2. Accountability:
We strive to create a culture of shared accountability because of our understanding of the interconnectedness of the work that all of our team members do. We are dedicated to Healthier Colorado's mission and to treating one another with respect as we work towards our common goals. We are committed to acting with integrity both internally and externally.
3. Innovation, Creativity, and Risk Taking:
The willingness to take risks and be creative, outside the box thinkers is an integral part of the work we do at Healthier Colorado. We are committed to being a place where ideas can be discussed openly and being an organization that is not afraid to try new things or to be the first to forge the path. We actively seek out new and unusual opportunities and partnerships with unusual allies.



Healthier Colorado Non-Discrimination Policy

Healthier Colorado is dedicated to the principles of equal employment opportunity in any term, condition or privilege of employment. Healthier Colorado does not discriminate in employment or advancement opportunities on the basis of race, sex, color, creed, national origin, ancestry, age, sexual orientation (including gender identity and gender expression), disability or any other characteristic protected by federal, state or local law.

To apply, submit a cover letter, resume, and salary requirements to Kyle Piccola at KPiccola@healthiercolorado.org.