



Job Description

Title: Vice President, External Affairs	Reports to: Chief Development Officer
Job Status: Full-Time, Salaried, Exempt	Supervises: Yes
Salary: \$80k annually	Effective Date: 9/1/2022

Position Summary: The Vice President (VP) of External Affairs is a key leadership position at the Women's Foundation for the State of Arizona (WFSA). This position creates and implements strategies for WFSA's advocacy, growth, and relationship management priorities and overall initiatives with policy makers by using a variety of systems and tools to help WFSA solve complex problems, build relationships, and implement policy, communications and marketing strategies based on research to help steer conversations and decision making. This position focuses on establishing and achieving WFSA's bold ambitions through strong and innovative leadership and is the public-facing role of WFSA, in partnership with the CEO. This role works closely with WFSA's C-Suite and supervises the Director of Communications and Director of Research & Advocacy to ensure a positive, creative, and collaborative working culture for staff.

While this position is currently remote, the final candidate's primary residence must be within the state of Arizona.

Responsibilities & Essential Duties

We Research: Utilize the Data	
Ensure WFSA's strategy is driven by research and validated by lived experience	Time: 15%
<ol style="list-style-type: none"> 1. Use data, analytics and insights to assist in determining WFSA's overall strategy and annual priorities 2. In collaboration with WFSA's Director of Research & Advocacy, identify multiple strategic paths for advocacy and legislative impact toward WFSA initiatives 3. Anticipate and monitor regulatory initiatives and emerging state issues that impact WFSA's mission while preparing for rapid response 4. Oversee, track and evaluate WFSA's key initiatives as determined by WFSA's research within annual strategic priorities understanding their overall effectiveness 5. Foster strategic partnerships and expand relationships with critical stakeholders in support of WFSA research and advocacy goals 	

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| 6. In collaboration with the Director of Research & Advocacy and other WFSa staff, translate ideas and insights into actionable research initiatives |
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We Advocate: Make a Presence

Lead and collaborate on effective advocacy efforts to advance WFSa's state advocacy and growth opportunities	Time: 20%
<ol style="list-style-type: none"> 1. Monitor, educate, inform, and lobby local and state officials on key issues critical for accomplishing WFSa's mission 2. Work closely with WFSa's CEO to represent WFSa's voice when needed while managing major projects, reducing barriers, increasing impacts and accelerating progress 3. Represent the mission and policies of WFSa to the public along with WFSa's CEO through media and other avenues 4. Engage in lobbying activities and advocacy efforts alongside WFSa's Director of Research & Advocacy 5. Work with Advocacy Department to conduct outreach to partners, allies and potential volunteers to develop and build a comprehensive local and statewide advocacy program 6. Foster and strengthen relationships with key legislative members and staff while influencing decision-makers in positions of impact and regulatory outcomes 	

We Innovate: Create Solutions

Oversee WFSa's external communications and marketing	Time: 50%
<ol style="list-style-type: none"> 1. In collaboration with the Director of Communications, design proactive media, PR and thought leadership strategies to stimulate media interest, build brand awareness and convey WFSa messages 2. Ensure all communications align with WFSa's mission and comply with brand standards in collaboration with WFSa's Communications team 3. Collaborate with Communications team to craft messages and identify opportunities to share WFSa's story including press releases, social media communications, website content, organizational statements, award nominations, and other communications as requested 4. Oversee creation of marketing toolkits for WFSa programs, projects and/or initiatives 5. Oversee internet and social media presence and manage implementation of marketing activities ensuring diversity, equity, inclusion and justice are embedded 6. Ensure positive growth in all areas of outreach, including reporting on reach and engagement on all platforms employed 	

We Invest: Account for our Funding		
Design a strategy which aligns with WFSA's brand to advance revenue priorities and maximize funding opportunities	Time:	5%
<ol style="list-style-type: none"> 1. Collaborate with the Development team on direct fundraising opportunities, including but not limited to Annual Summit, Luncheon and Annual Giving program 2. Oversee activities related to identifying and managing funding resources for implementation of external affairs projects and initiatives 3. Complete required workflows for accounts payables, reimbursements, and/or financial back up documentation 4. Support supervisor and/or CFO on department budget creation, allocation and spending 		

We are WFSA: Being a WFSA team member		
Be an active, contributing WFSA team member	Time:	10%
<ol style="list-style-type: none"> 1. Travel throughout the state when required 2. Attend in person monthly staff meetings, annual staff retreat, annual Board retreat, and other occasional in-person meetings as directed 3. Attend WFSA events, community events, and/or partnership events as requested 4. Prepare and present development and fundraising updates as requested 5. Participate and attend any required trainings as directed by WFSA leadership 6. Comply with and follow WFSA policies & procedures 7. Perform other duties as assigned by supervisor 8. Provide direct mentoring and mentoring support to reporting staff 		

Competencies		
<ol style="list-style-type: none"> 1. Demonstrated ability to work, communicate, and build trust with elected officials, donors, key legislative staff, Board of Trustees, advocates, community partners, and other strategic partners 2. Demonstrated leadership, supervising and organizational skills 3. Strong attention to detail and ability to manage multiple projects simultaneously 4. Adept at working in a 'remote work' environment 5. Working knowledge of policies, state legislative & regulatory processes with proven experience with fundraising, political strategy, legislative advocacy, communications and marketing, and strategic planning 6. Outstanding communication skills, both interpersonal and written 7. Ability to interact effectively and empathetically, and build rapport, with people from a wide variety of backgrounds 8. Quantitative and logic skills; ability to budget and forecast with accuracy. Positive, imaginative, and pragmatic approach to problem-solving 9. Commitment to and passion for women's issues 		

10. Strong desire to work in a non-profit setting and to have an impact on the lives of women and girls of all identities
11. Demonstrated commitment to diversity, equity, and inclusion; culturally competent with respect to issues such as racial, cultural, religious, sexual, and gender identity
12. Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community
13. Working knowledge of nonprofit advocacy and applicable lobbying activities

Qualifications & Skills

1. At least seven (7) years of experience directly related to communications and/or public policy responsibilities and duties
2. Supervisory experience required; experience supervising remote staff preferred
3. Must become a registered lobbyist in Arizona and/or other regions as needed
4. Experience working with a diverse staff. Ability to collaborate with a diverse team of a high functioning multi-racial workforce
5. Proficient in standard office equipment such as computers and phones, as well as digital platforms including Zoom, Microsoft 365 and Microsoft Teams
6. Proficient in Microsoft Office specifically Excel, MS Word, Outlook, PowerPoint
7. Relevant Bachelor's degree, training, work experience and/or lived experience preferred

Physical Requirements

1. Ability to travel between multiple locations for meetings or appointments
2. Ability to effectively communicate with others
3. Ability to work from a home office and work on a computer for long periods of time (up to 8 hours per day) while completing your essential duties
4. Ability to respond quickly and effectively to directions and safety hazards

I have reviewed this job description and understand all the requirements, responsibilities and essential duties of this position. I am able to perform the job as outlined.

Employee Name:	Supervisor Name:
Employee Signature:	Supervisor Signature:
Date:	Date: