



POSITION DESCRIPTION

Position Title: Advocacy Coordinator
Department: Marketing and Communications
Employment Type: Full-time, permanent

POSITION SUMMARY

Reporting to the Manager, Communications and Government Relations, the Advocacy Coordinator is responsible for supporting and, when necessary, planning and implementing initiatives in support of Students' Union (SU) advocacy initiatives for University of Calgary undergraduate students. In addition to a focus on government relations and strategic communications, this role will develop and execute strategies to assist the SU in directly engaging the students who are our primary stakeholders.

This position works collaboratively with the Marketing and Communications team and SU elected officials, in particular the President and Vice President External, to ensure that organizational goals are achieved.

KEY RESPONSIBILITIES

Communications and Media Relations

- Prepares and coordinates briefing materials, discussion papers, reports, media releases, articles, marketing copy, and correspondence on current issues as required
- Maintains information related to government contacts, public representatives, allied organizations, etc.
- Builds strong consultative relationships with the Vice President External (and other Executives as necessary) and supports them in orientation/transition and event coordination
- Assists in advising the Executives on external messaging and preparing them for media interviews
- Supports the orientation and training sessions for the elected officials as they are transitioning into their roles
- Other duties as assigned by the Manager, Communications and Government Relations

Government Relations

- Assists with planning government relations and advocacy activities, including lobby days with the municipal and provincial governments
- Ensures that advocacy documents are consistently updated
- Develops an understanding of the key individuals, organizations, and government leaders at all three orders of government
- Drafts correspondence to elected officials to engage them in SU advocacy

Community Engagement and Organizing

- Builds, nurtures, sustains, and leverages relationships with undergraduate students, student clubs, and other on- and off-campus student organizations to support existing and new campaigns
- Collaboratively plans, builds capacity for, and executes grassroots, student-led issue-based campaigns
- Provides guidance and strategies to the Executives, SLC's elected officials (faculty representatives), and SU staff on stakeholder relations and consultation
- Collaborates with the Student Services department to ensure the effective implementation of advocacy and stakeholder relations events and programs (e.g., rallies, forums, focus groups, etc.)
- Develops and conducts workshops, meetings, trainings, and strategy sessions that engage students as critical thinkers, change agents, and unified members working toward common goals
- Facilitates students' development of student-to-student key messaging and framing
- Trains students to participate in and/or lead campaign and coalition/movement building activities

Research

- Conducts research to support internal and external communications such as newsletters, research reports, presentations, briefing notes, and supporting material for the SU's advocacy initiatives and campaign goals
- Monitors the external environment (including news media, social media, and other relevant information sources) to identify student issues, attitudes, and needs, as well as policy solutions

Event Planning

- Plans and execute protests, rallies, direct action, Get Out the Vote (GOTV) activities, and other events as required
- Support the Manager, Communications and Government Relations and Vice President External with event management for the Calgary Leaders Dinner

LEADERSHIP

The Advocacy and Community Engagement Coordinator provides informal leadership to elected officials through coaching and mentoring.

REQUIRED COMPETENCIES

- Possesses strong written, verbal and listening skills; understands different audiences and adapts communication styles and media accordingly, as well as demonstrates an overall collaborative and positive communication style
- Displays a proven ability to manage advocacy projects and initiatives including conducting problem and political analysis, evaluating the probability of achieving change, identifying change objectives, conducting stakeholder analysis and consultation, constructing messages, tactics and materials, and completing monitoring and evaluation of advocacy initiatives
- Adept at gathering and interpreting information and intelligence from a wide range of sources with ability to observe inter-connections and identify links
- Proven general research skills that include the ability to conduct research, analyze information, articulate alternatives, draw conclusions and provide practical recommendations to decision makers on issues
- Understanding of the municipal, provincial, and federal orders of government and their roles, within the Alberta context
- Ability to work independently and as part of a team in a large, complex, and dynamic organization
- Proven ability to work with people of diverse backgrounds and political beliefs
- Diplomacy, foresight, and sound judgment
- Ability to work in a non-partisan environment

EDUCATION AND EXPERIENCE

University degree or equivalent in social sciences, communications, public relations, or any other people-focused discipline complimented with 2-3 years of relevant experience. An equivalent combination of education and experience would be considered.

Ability to work occasional evenings and weekends, as required.

Understanding of the postsecondary environment is considered an asset. Previous experience gained within government, public sector, or non-profit and/or issue-based campaigns is preferred.