## **Director, External Affairs and Affiliate engagement**

**Current Incumbent:**  **Department:** Government Affairs

**Reports to:** AVP, Political Affairs & Stakeholder Engagement **Direct Reports:** 0

**Status:** Full-Time, Exempt **Indirect Reports:** 0

**Updated:** 4/22/2022 **Eligible for Telework/CWW:** Yes

## **Summary of Position:**

## *This position is primarily responsible for three areas of NAA’s advocacy program.*

## *Engagement with state and local advocacy organizations as well as nontraditional advocacy partners*

## *Support of NAA affiliates on policy matters; updates and presentations; delivery of advocacy support like research and increasing advocacy capacity and effectiveness, etc.*

1. Management of Housing Affordability Project.

## **Principal Accountabilities:**

*External Stakeholder Engagement*

* Develop and execute a communications and engagement plan for state and local advocacy organizations (i.e. US Conference of Mayors, Democratic Municipal Officials, National League of Cities, Community Leaders of America, etc.)
  + Identify and outline state and local advocacy organizations ‘broad objectives and interests.
  + Align NAA advocacy goals with state and local advocacy organizations’ interests.
  + Tailor NAA narrative and strategy to achieve support of individual groups.
* Serve as primary liaison between NAA and state and local advocacy organizations and cultivate relationships with these organizations and their members to further NAA’s policy goals.
* In collaboration with AVP, Political Affairs and Stakeholder Engagement, cultivate relationships with nontraditional external stakeholders who have taken an interest in housing policy and housing affordability.
* Engage these external stakeholders to advance NAA policy objectives. Where appropriate develop co-branding opportunities with partners on common issues and concerns (research, public relations, etc.)
* Create NAA affiliate and member engagement opportunities with state and local advocacy organizations and external stakeholder groups that advance industry priorities.
* Collaborate with GA team on policy development, specifically bringing intelligence and input from external stakeholders and affiliates into the process.
* Represent NAA at meetings, conferences and other events sponsored by state and local advocacy organizations and potential non-traditional partners.

Affiliate Engagement

* In coordination with Political, Policy and affiliate services teams, develop outreach plan for NAA affiliates, which should include:
  + Establishment of a “liaison” function between NAA Affiliates and NAA Government Affairs resources, so that affiliates are fully informed of the NAA tools (policy pages, policy tracking, grassroots campaigns, etc.) that are available to them;
  + An evaluation of affiliate advocacy/government affairs capacity to engage in the Practice of Advocacy on behalf of the industry and its members, to include, but not limited to: establishing a government affairs/advocacy function, establishing a Legislative/Government Affairs Committee structure, strategic consulting on legislative and policy agenda. This evaluation will focus on the approximately 100 mid- to small-sized affiliates;
  + Process to identify areas where additional support from NAA would be helpful: grassroots campaigns; Housing Affordability Project funds [see below]; and/or contracting and managing state level lobbyists in areas where there is no NAA affiliate. The Director, External Affairs would be responsible for managing any such lobbyists; and
  + Timeline and strategy for delivering such support.
* Serve as lead on affiliate engagement, including policy deliberations, legislative and regulatory updates and visits and presentations by NAA staff.
* Provide intelligence to GA team on specific affiliate policy concerns, campaigns and other environmental factors impacting the apartment housing industry in specific local areas.

Housing Affordability Project

* Manage all aspects of the project, including:
  + Communication to and solicitation of affiliates for applications to the project resources;
  + Staff the Affiliate Staff Advisory Committee (ASAC) and facilitate its work in evaluating applications; and
  + Manage relationship with external vendor to ensure Project resources are expended overwhelmingly on Project services and not overhead.

Other Duties

* Assist in the planning and implementation of NAA conferences, including content planning, marketing, and onsite execution.
* Conduct special projects and miscellaneous assignments in the advocacy/policy arena as directed by AVP, Political Affairs and Stakeholder Engagement.

## **Competencies:**

1. Expertise 5. Technical capacity
2. Communication proficiency 6. Cultural Awareness
3. Organizational skills 7. Relationship Management
4. Critical Evaluation 8. Ethical Practice

## **Supervisory Responsibilities:**

This position has no supervisory responsibilities.

## **Travel:**

* Ability to travel up to 75%.

## **Required Education and Experience:**

* Bachelor of Arts Degree or equivalent experience.
* 5 to 7 years of relevant experience in state and local government affairs, including research, analysis, advocacy and advocacy campaigns.
* Understanding of and practice in a client-driven or trade association environment. Prior association government relations or consulting experience a plus.
* Strong ability to manage multiple projects simultaneously.
* Excellent verbal and written communication skills, including presentations before groups.
* Proven communication/public speaking skills.

## **Preferred Education and Experience:**

* Bachelor’s degree.

## **Physical Demands:**

While performing the duties of the job, the employee is regularly required to sit, use hands to finger, handle or feel objects, tools or controls; reach with hands and arms. The employee may occasionally lift up to 20 pounds.

## **Work Environment:**

Work is regularly performed in a professional office environment and routinely uses standard office equipment.

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Signatures:**

This job description has been approved by all levels of management:

Manager \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees signature below constitutes employee’s understanding of the requirement, essential function and duties of the position.

Employee \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please send resumes, cover letter and salary history to** [**Resumes@naahq.org**](mailto:Resumes@naahq.org)**. No phone calls, please. EOE M/F/H/V**