

Open positions:

Director of Advocacy and Outreach

The Partnership at Drugfree.org is an established national not for profit that works toward a vision where all young people will be able to live their lives free of drug and alcohol abuse.

We are conducting a search for an experienced Director of Advocacy and Outreach to join our growing Government Relations team. The Director of Advocacy and Outreach must have five years of non-profit social cause advocacy experience and working knowledge of federal and state government and will be responsible for crafting an advocacy and outreach initiative that will give voice to the 85 million Americans who are touched by substance abuse. Substance abuse and addiction is perhaps the most underserved of the major health problems facing this country. The Partnership believes there is now a major opportunity to lead a multi-disciplinary effort advocating for those proven systems and policy solutions that the “war on drugs” has so far failed to implement. There will also be opportunities for campaigns related to dangerous products, corporate actions and other events where public advocacy can lead to positive change.

Major Responsibilities

- Develop and organize all aspects of grassroots advocacy and advocate support/mobilization efforts related to the mission of The Partnership at Drugfree.org
- Engage current lists of individuals and partner organizations to actively participate in influencing policy decisions.
- Continually grow the number of individuals who join our lists and engage in our advocacy activities
- Use digital technology tools (websites, blogs, Facebook, Twitter, email, etc.) to develop/improve upon systems for creating direct action campaigns and mobilizing concerned individuals around our issue
- Work with The Partnership’s Communications team to build ongoing and consistent social cause advocacy efforts into the organization’s overarching editorial calendar
- Integrate and streamline social media efforts while retaining an authentic presence on each platform
- Establish metrics for success, monitor efforts and evaluate progress toward yearly goals
- Continue to build coalitions of partner organizations and work with public affairs and development teams to grow the list of parents and other individuals dedicated to the Partnership’s mission
- Coordinate with Director of Public Affairs on press outreach related to advocacy campaigns
- Work with Director of Government Affairs and other senior staff to craft compelling written content including fact sheets, policy briefs, position statements and online/social media pieces related to policy issues

Qualifications

- Bachelor’s degree with a preference for an advanced degree in a related field or equivalent work experience
- Five years of progressively responsible experience leading online strategic advocacy efforts and a strong grasp of the political process
- Strong writing skills and the ability to communicate complex issues in a compelling manner that moves people to action
- Significant experience using social media to communicate key messages and build engagement

- Working knowledge of online donor management/fundraising software (such as Kintera) is preferred
- Strong project management and documentation skills
- Experience working for a political campaign or in government is helpful but not a requirement
- Deadline-conscious, results driven and high performing in a fast-paced environment
- Proven success at collaborating across cross-functional teams
- Self-starter with excellent communication and listening skills

How to Apply

The Partnership values diversity in our workforce and encourages candidates of diverse backgrounds to apply. Please send your resume, cover letter and salary history to jobs@drugfree.org. No phone calls, please.
