



## **Position Announcement**

### Director of Advocacy

The Rural Center seeks an experienced director of advocacy to lead its growing Rural Counts program. We are seeking a seasoned public policy and community engagement leader who is passionate about rural communities and committed to collaboratively developing policies that will create stronger economies and a higher quality of life for all in North Carolina.

The director will lead a talented and energetic team responsible for working with diverse networks of state and federal policymakers, local leaders, and rural champions to research, develop, and advocate for innovative nonpartisan policy solutions for rural North Carolina's biggest economic development challenges.

The ideal candidate will have a depth of knowledge about rural North Carolina and the state's policy landscape, an ability to motivate and mobilize a large network of advocates, and a dedication to working with a broad range of stakeholders to accomplish shared goals. The Rural Center is committed to an advocacy model that follows the wisdom and experience of local rural leaders, so the director will be encouraged to design and implement innovative approaches for engaging statewide advocates in the Rural Counts program.

## **Job Responsibilities**

### Policy Research and Development

- Lead state and federal policy research and development efforts for Rural Counts
- Collaborate with the Rural Center research team on original research and analysis of relevant policy proposals from other states, think tanks, and advocacy organizations
- Convene policy experts and advocacy leaders for collaborative policy development
- Represent the Rural Center on various coalitions, task forces, and campaigns

### Grassroots Engagement

- Lead planning and execution of Rural Counts events, including but not limited to Rural Day, legislative visits, regional forums, and webinars
- Facilitate deliberative dialogue in local, regional, and statewide policy development roundtables, trainings, and other advocacy events
- Coordinate with partner organizations on statewide grassroots engagement and mobilization

### Government Affairs

- Supervise Rural Counts team in developing and maintaining strong, trusted working relationships with legislative and executive leadership at the state and federal levels
- Advise local, state, and federal leaders on policies supporting rural economic development
- Create opportunities to meaningfully connect Rural Counts advocates with state and federal leaders

## Team Management & Communication

- Develop and implement strategic vision for the Rural Counts program
- Supervise the Rural Counts team, setting goals for performance, organizing workflow, and providing coaching and mentorship support
- Participate in Rural Center organizational leadership and strategic planning initiatives
- In coordination with the public affairs team, manage communication strategy for the Rural Counts program, including production and dissemination of newsletters, action alerts, social media, policy papers, and other collateral
- In coordination with the development team, plan and implement strategy for funding Rural Counts events and programs
- Serve as spokesperson for the Rural Counts program for media and at conferences, hearings, and other public events

## Job Requirements

- Seven to ten years of work experience with increasing responsibility, preferably in an advocacy, public policy, or community engagement setting
- Bachelor's degree required; Master's degree in a relevant field - such as government, public policy, or public administration - or equivalent work experience desired
- Strong understanding of and interest in broad-based rural economic development policy, including education, health care, digital and physical infrastructure, housing, manufacturing, agriculture, and small business development
- Experience mobilizing statewide networks in support of policy goals
- Ability to plan and execute high-quality events, including conferences, trainings, and legislative advocacy days
- Outstanding written and oral communication skills in a variety of settings and media
- Ability to relate easily to diverse individuals and groups, form and lead coalitions, and foster consensus
- Proficiency in Spanish beneficial
- Ability to coordinate multiple competing priorities and complex assignments
- Willingness to work nontraditional hours and to travel frequently across North Carolina, and occasionally outside of the state

## Compensation and Benefits

NC Rural Center offers excellent benefits and salary commensurate with experience. Benefits include health, vision, and dental insurance, retirement contributions, holidays, vacation, and sick leave. The NC Rural Center is an equal opportunity employer.

## How to Apply

- Prepare a cover letter and resume specifically tailored for this opportunity and email them as a single Word or PDF document to [hr@ncruralcenter.org](mailto:hr@ncruralcenter.org); the subject line of the email should include your name and the position title.
- Applications are due by the close of business on **Friday, July 12**. Applications submitted after this date are not guaranteed to be reviewed.
- The anticipated start date for this position is **Monday, September 16**.
- For questions not covered above, contact John Coggin, director of advocacy, by emailing [jcoggin@ncruralcenter.org](mailto:jcoggin@ncruralcenter.org).