

**Ohio Credit Union League
Position Description
Manager, Legislative & Political Advocacy**

Prepared on: 10/24/14

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Department: CU Advocacy
Reports To: Director, Legislative Affairs
Supervises: Direct: 0 Indirect: 0

Grade: 10
Classification: Exempt
Effective Date: 12/1/14

ROLE:

Maximize value and relevance of the League to member credit unions by ensuring a strong political program through targeted fundraising, mastering of PAC software, regular communication; grassroots engagement & activism; strategic candidate support, and consistent communication & marketing to achieve positive state and federal legislative outcomes.

KNOWLEDGE & SKILLS:

Experience

Two to five years of similar or related experience.

Education

A college degree in relevant field and/or substantial relevant experience.

Skills required of all OCUL staff members:

1. *Initiative* – Ability to originate positive action and develop constructive ideas and suggestions with minimum guidance.
2. *Reliability* – Ability to carry out job requirements with a minimum of supervision.
3. *Interpersonal Skills* – Ability to establish effective working relationships with others.
4. *Adaptability* – Ability and willingness to adapt to changing conditions (i.e. learning new duties).
5. *Quality of Work* – Ability to consistently perform job duties accurately on a timely basis (i.e. work product contains minimal errors).

Skills required specific to this position:

1. *Job Knowledge* – The knowledge required to perform duties of the position. (i.e. ability to advocate, influence, sell and persuade all constituencies; knowledge of PAC laws, rules, and regulations.)
2. *Perseverance* – Ability to tenaciously pursue job objectives when faced with unexpected obstacles.
3. *Problem Solving* – Ability to identify, analyze, and creatively solve functional and operational business problems.

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Skills required specific to this position (continued):

4. *Productivity* – Ability to regularly produce a high volume of quality work.
5. *Verbal & Written Communication* – Ability to develop and convey ideas clearly and concisely in oral and written form.

MAJOR DUTIES & RESPONSIBILITIES:

		(E)ssential or (N)on-essential
40%	Political Action—take point on key political action initiatives including: <ul style="list-style-type: none">• PAC fundraising--create & implement annual fundraising plans and campaigns to achieve PAC Trustees' goals. Exceed annual fundraising, penetration, and other goals for political action committees. Document and promote results.• Grassroots engagement/activism—create & implement plans to engage grassroots support of OCUL/CUNA initiatives. Secure buy-in and regular updates to Project ZIP Code and other data-gathering tools.• Management of technology tools—ensure data is complete, accurate, and current. Leverage all advocacy technology tools.• Strategic candidate support/political agenda—engage credit unions in targeted & strategic political campaigns.• Communication/marketing—work with Director of Communications & Marketing to create materials and ensure promotion of OCUL advocacy efforts to advance legislative outcomes	E
30%	Legislative Advocacy—active participation as a key team member. Track legislation impacting the financial services industry. Provide input on state/federal strategy. Participate in relationship-building activities with elected officials and candidates. Serve as a registered legislative agent for OCUL.	E
20%	Communication/Marketing—compose, design, and edit persuasive communication and grassroots materials to help move the legislative agenda forward. Responsible for strategic communications to stakeholders and creation/execution of grassroots calls to action, including the measurement of the success of such materials.	E
10%	Perform other duties as assigned.	N

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EXPECTATIONS:

1. Present a professional attitude and appearance of self and OCUL at all times.
2. Hit goals/educate target audiences/increase market participation.
3. Thorough knowledge of assigned products, services, and technology tools.
4. High level of responsive, effective service.
5. Maintain confidentiality of all proprietary information.
6. Manage all aspects of assigned products/services (promotion, sales, support, enhancements).

PHYSICAL DEMANDS & WORK REQUIREMENTS:

The following physical activities are representative of those that must be met by an employee to successfully perform the **essential duties** of this position. Reasonable accommodations that do not cause undue hardship on the company may be made as required by governing laws to enable individuals with disabilities to perform the essential functions and expectations.

While performing the essential functions of this job, the employee is regularly required to sit, use hands to finger, handle, or feel, talk or hear; occasionally required to stand, walk, reach with hands and arms, and bend or stoop. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, color vision, and depth perception.

The employee must frequently use highly complex machines, software, and equipment.

The position requires significant travel, primarily statewide, including some overnight.

**This Job Description is not a complete statement of
all duties and responsibilities comprising this position.**

Confidential