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# Director of Legislative and Political Affairs

Shared Financial Solutions

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Position Title: Director of Legislative and Political Affairs  
Department: Advocacy  
Classification: Exempt  
Revision Date: 07/29/2022

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## Reporting Relationships

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Position Reports to: Vice President of Advocacy  
Positions Supervised: None

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## Position Purpose

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Perform a comprehensive range of functions in compliance with the Advocacy VP. Primary responsibility includes state legislative advocacy efforts. This includes educating legislators on credit union issues, lobbying on behalf of credit unions, reviewing state legislation for potential impact on credit unions, coordinating state legislative contributions and organizing grassroots advocacy efforts, with a focus on maintaining a positive regulatory and legislative environment for credit unions. Assist the Advocacy VP with federal legislative lobbying and PAC fundraising as directed.

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## Essential Functions and Basic Duties

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### Lobbying & Regulatory Advocacy

- Serve as lead lobbyist at the Kansas Statehouse for HCUA and Kansas credit unions
- Identify, research, and monitor proposals and legislation that may impact credit unions and their members
- Draft and present written and oral testimony to legislative committees regarding issues that impact credit unions
- Foster relationships with legislators, legislative staff, statewide officials, regulatory staff and other decision-makers
- Educate and inform legislators on HCUA's legislative priorities and the credit union difference
- Create and distribute materials to illustrate the credit union difference
- Attend and/or host political/legislative fundraisers and events on behalf of HCUA
- Prepare and present legislative updates for HCUA's board of directors, governmental affairs committee and member credit unions
- Participate in and report at meetings of the Kansas Credit Union Council
- Help identify and recommend appointees for state positions regarding credit unions (Credit Union Council and Kansas Department of Credit Unions Administrator)

### Political Action

- Help coordinate fundraising efforts for the association's state PAC
- Help set and achieve fundraising goals for the PAC
- Prepare recommendations for candidate contributions from the PAC

- Schedule meeting opportunities with candidates and member credit unions to distribute campaign contributions
- Prepare and submit all lobbying and PAC reports as required by the Kansas Governmental Ethics Commission and other entities

#### Project Management & Member Engagement

- Oversee annual Credit Union Impact Survey initiative, creating the survey, calculating results and designing the survey results for distribution to legislators, Congressional delegates and member credit unions
- Work in conjunction with communications staff on internal and external communications related to legislative and regulatory issues and activities.
- Manage statute review process with member credit unions to analyze existing laws and determine legislative and/or regulatory avenues
- Coordinate annual Day at the Capitol, including speakers, logistics and legislative appointments for participating members
- Identify, coordinate and present at opportunities to train and educate credit union employees on advocacy and how to engage in credit union advocacy

### Qualifications

- Education/Certification:**
- Bachelor's degree in related field or equivalent experience in advocacy. Degree in communications, political science and/or public policy preferred but not required.
    - Thorough knowledge of the legislative and regulatory processes at the federal and state level.
    - Knowledge of PAC management and fundraising techniques.
    - Thorough understanding of Company products and services.
    - Thorough knowledge in marketing and promotion techniques.
- Required Knowledge:**
- Thorough knowledge of the legislative and regulatory processes at the federal and state level.
  - Knowledge of PAC management and fundraising techniques.
- Experience Required:**
- Seven to ten years of related progressive experience. At least two years of credit union experience preferred.
- Skills/Abilities:**
- Professional, well-developed interpersonal and communication skills necessary for interacting with credit union personnel, legislators, and serving as a representative of the Heartland Credit Union Association.
    - Strong organizational, prioritization and verbal/written communication skills.
    - Strong computer and management information system skills are required.
    - Proficient at using Microsoft Word, Excel and PowerPoint.
    - The position requires a high level of interpersonal skills with the ability to influence individuals both inside and outside the organization. A high degree of tact and diplomacy is necessary.

### Physical Activities and Requirements

- Talking:**
- Must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
- Average Hearing:**
- Able to hear average or normal conversations and receive ordinary information.
- Repetitive Motion**
- Movements frequently and regularly required using the wrists, hands, and/or fingers.

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- Average Visual Abilities:**
- Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.
- Physical Strength:**
- Walking of considerable distance is required. Some sedentary work; sitting most of the time. Exerts up to 50 lbs. of force occasionally.
- Travel**
- Extensive overnight travel, up to three nights per week, may be required (approximately 30% of incumbent's time). This may include prolonged driving/riding in a vehicle or air travel.
  - Incumbent must have flexibility to work/travel on limited notice to attend chapter meetings, board of directors' meetings, chapter outings, conferences, evening meetings, and/or to attend special presentations or training sessions in and out of state which could be as long as one to two weeks. After hours work schedules may be frequent since the schedule with assigned credit unions can be unpredictable.
  - This position requires a valid motor vehicle operator's license and a driving record that allows accumulation of up to 30,000 miles per year travel.
  - The above requirements are not all inclusive and the position may require travel/schedules other than listed above and as determined by management.
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## INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.