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# Grassroots and PAC coordinator

Shared Financial Solutions

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Position Title: Grassroots & PAC coordinator

Department: Advocacy

Classification: Non-Exempt

Revision Date: 02/11/2022

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## Reporting Relationships

Position Reports to: VP of Advocacy

Positions Supervised: None

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## Position Purpose

Perform a comprehensive range of functions in relation to HCUA advocacy efforts, in coordination with the VP of Advocacy and Kansas and Missouri Legislative and Political Affairs Directors.

Primary responsibilities are focused on two elements: grassroots outreach with member credit unions and political action committee (PAC) fundraising.

This includes managing and developing grassroots programs to achieve success in both state and federal legislative efforts, as well as development, coordination and tracking of PAC fundraising efforts on state and federal level. Efforts would involve organization of events, making presentations to credit unions, and promoting and supporting advocacy efforts to provide a proactive grassroots and fundraising environment to benefit credit union advocacy efforts, with regular travel throughout the states served by HCUA.

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## Essential Functions and Basic Duties

1. Primary responsibilities include grassroots outreach with member credit unions and political action committee (PAC) fundraising.
  - a. Manage and develop grassroots programs to help fulfill goals in relation to state and federal legislative efforts. Coordinate, attend and assist with events and efforts aimed at increasing credit union grassroots participation in coordination with other members of the advocacy team.
  - b. Develop, coordinate and track PAC fundraising efforts for both the Kansas and Missouri political action committees to achieve participation and monetary goals on both the state and federal levels.
2. Create reports regarding grassroots and PAC contributions and goals.
3. Work together with accounting staff to ensure accuracy in PAC contribution tracking for state ethics reports, required notifications, updates and reports for Governmental Affairs Committee and to provide accurate recognition

4. Make presentations to inform, encourage and engage in increased participation by member credit unions in grassroots and PAC fundraising.
5. Work with state directors on Project Zip Code and Impact Survey efforts, both supervising and running PZC as needed to assist credit unions and provide PZC information to members of the Advocacy department and legislators, along with similar efforts for Impact Survey.
6. Support state and federal legislative and HCUA advocacy events and efforts in coordination with the VP, Advocacy and State Directors.
7. Provide content related to advocacy and advocacy events for publication on the HCUA website and other HCUA communications platform.
8. Work together with Advocacy staff on public relations efforts and communications as it relates to grassroots advocacy and political action committee efforts, including digital strategies.
9. Performs other duties and responsibilities as assigned.

## Qualifications

- Education/Certification:**
- Bachelor's degree in related field or equivalent experience in advocacy. Degree in communications, marketing, or public relations preferred but not required
- Required Knowledge:**
- General understanding of the election and legislative process at the federal and state level.
  - Knowledge of PAC management and fundraising techniques, with experience in these areas preferred.
  - Thorough knowledge in communication and promotion techniques, including online/digital strategies.
  - Strategic planning skills.
  - Regular travel with some overnights, approximately 25% of time.
- Experience Required:**
- One to three years of administrative experience.
- 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 presentation skills a must.
  - Strong computer and management information system skills are required.
  - Proficient at using Microsoft Word, Excel and PowerPoint, and ability to learn Voter Voice and other grassroots outreach/PAC programs.
  - 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

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- 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.
- Average Visual Abilities:**
- Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.
- Physical Strength:**
- Some sedentary work; sitting most of the time. Exerts up to 10 lbs. of force occasionally.
- Travel**
- Incumbent must have flexibility to work/travel (approximately 25%) sometimes on limited notice to HCUA's office locations, credit unions or training sessions in and out of state. Occasional after hours work schedules may occur.

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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.

**Send cover letter and resume to [amclard@heartlandcua.org](mailto:amclard@heartlandcua.org). No phone calls please.**