

## **Director of Advocacy**

Worcester County Food Bank (WCFB) believes that food is a fundamental right of all people and that hunger is an issue of social justice. WCFB's mission is to engage, educate, and lead Worcester County in creating a hunger-free community. To that end, WCFB collects donations of perishable and non-perishable food and distributes it through a network of Partner Agencies including food pantries and community meal programs; trains Partner Agencies in food safety; and advocates for systemic and sustainable solutions to support children, families, and senior citizens in being more food secure and healthy.

### **Job Summary**

The Director of Advocacy is a senior leadership position responsible for managing a multi-faceted advocacy program in support of WCFB's mission by providing strategic leadership, as well as day-to-day support for all aspects of WCFB's advocacy program, including collaborating with various community stakeholders to drive successful action, advocating for anti-hunger legislative initiatives, and empowering individuals and groups at the local and state levels to improve community health and well-being through education, research and activism. This position manages the Advocacy Team including: SNAP Outreach Interns, Advocacy Coordinator, Child Nutrition Coordinator, and Worcester Food Policy Council Manager. This is a full-time, exempt position reporting to the Executive Director.

### **Responsibilities**

- Sustain and grow a comprehensive advocacy program building on WCFB's current advocacy work and in line with WCFB's mission.
- Develop outcome measurements and evaluate the results of WCFB's advocacy activities and regularly report these results to the Executive Director and Board of Directors.
- Engage in continuous program and process improvements to ensure effective advocacy program.
- Manage all aspects of WCFB's pilot SNAP Outreach and Application Assistance Program.
- Work closely with Executive Director, Advocacy Staff and the Advocacy Committee to identify annual advocacy priorities and plan for WCFB.
- Build and strengthen relationships with local, state and federal legislators.
- Register as a lobbyist with the Commonwealth of MA. Ensure that all advocacy is carried out in compliance with local, state, and federal regulations and laws governing lobbying and political involvement. Track and document advocacy activities for annual financial audit and semiannual lobbyist reporting.
- Promote and support key policies and program with stakeholders including community organizations, governmental institutions, other MA Food Banks and Feeding America to advocate for passage of legislation.
- Monitor legislation, budgetary process, regulations and government activity around key hunger issues and develop strategies and tactics to address them.
- Arrange for or provide testimony to legislative committees, as necessary.

- Develop and implement grassroots advocacy strategy including web-based advocacy tools and community forums. Integrate online and offline engagement tactics, including helping to frame advocacy messaging online.
- With Communications staff, collaborate on advocacy alerts and e-news to engage supporters.
- With Communications staff, create education pieces using available research and data, presented in easy to understand and digestible formats for multiple audiences.
- Train and develop the capacity of WCFB's supporters, Partner Agencies, staff and volunteers to engage in advocacy initiatives including public actions. Collaborate with advocacy staff to design and implement programs and strategies that engage food pantry guests as leaders in the work to end hunger.
- Engage in and represent WCFB in coalition work with local, regional and statewide organizations.
- Work with Fund Development staff on grant proposals and reports.
- Participate along with the Executive Director, Director of Communications & Development, Board of Directors and staff in strategic conversations and budget planning.
- Other duties as assigned by Executive Director.

### **Qualifications**

- Bachelor's Degree required, Master's Degree preferred, along with a minimum 5 years of experience in advocacy and/or government relations in a nonprofit organization.
- Commitment to WCFB's Mission and understanding of food justice and food systems work.
- Commitment to diversity, equity and inclusion.
- In-depth knowledge of state and federal legislative processes and knowledge of developing and participating in effective campaigns.
- Knowledge of Supplemental Nutrition Assistance Program (SNAP) and experience with outreach and application assistance.
- Commitment to a flexible work schedule to meet the organizational needs of WCFB and Advocacy Department including annual food and fund drive signature event and WCFB Board Meetings.
- Willingness to travel locally, regionally and nationally as needed for meetings, conferences, presentations, etc.
- The ideal candidate will have:
  - Leadership ability and professional communication skills.
  - Experience in supervising and managing staff.
  - Strong attention to detail.
  - Strong computer and technical skills.
  - Ability to digest technical documents (i.e. legislation, budgets).
  - Flexibility and ability to adapt quickly to changing circumstances or priorities.
  - Strong interpersonal skills, including the ability to work collaboratively as part of a team.

**Current Salary Level:** \$34.00 - \$44.00    **Status:** Exempt    **Reports to:** Executive Director

*WCFB is An Equal Employment Opportunity (EEO) employer and welcomes all qualified applicants. Applicants will receive fair and impartial consideration without regard to race, sex, color, national origin, age, disability, veteran status, genetic data, or religion or other legally protected status.*

*Apply at:*

- 1.) [jobs@foodbank.org](mailto:jobs@foodbank.org)*
- 2.) Mail cover letter and resume to ATTN: Lara Greene, Worcester County Food Bank, Inc.  
474 Boston Turnpike, Shrewsbury, MA 01545*