



About the Advocacy Coordinator Role

Advocacy is one of the Foundation's highest priorities, proving to be one of our most effective tools for civic engagement in support of public education. While issues and opportunities often intersect, we approach advocacy through local efforts, referenda campaigns, statewide outreach, and national monitoring, whether understanding trends or identifying new funding streams for public K12 schools.

Building on our successful 2020 referenda and ensuing advocacy work, the Foundation now seeks an Advocacy Coordinator, who will provide support to the President and the Vice President, Strategy & Innovation, in the execution of our advocacy platform.

Duties & Responsibilities: Advocacy Platform

- Support the President, the Foundation board and the Foundation's Advocacy Committee in the development and implementation of our annual advocacy program platform.
- Administrative tasks include scheduling / participating in meetings, taking minutes, handling logistics and meeting follow-up for the Advocacy Committee and the Schools Make Madison Advocates.
- Monitor local, state, federal and national conversations relevant to our advocacy for public K12 education, MMSD, and/or statewide issues.
- Translate complex data and issues into easily understood and compelling presentations.
- Identify and cultivate relationships with potential advocacy experts to serve on Foundation boards or committees.
- Prepare reports for the Foundation Board in coordination with the Advocacy Committee Chair.
- Database maintenance (Raiser's Edge) of advocacy contacts
- Content development for Foundation's website, social media, eblasts and other marketing channels.
- Track advocacy activities annually for reporting to partners and funders.
- Compile and submit lobbying reports to the Wisconsin Ethics Commission, as required.
- Pursue funding for our advocacy program as assigned.

Duties & Responsibilities: Referenda Campaign Planning

- Whenever Madison Metropolitan School District places a referenda on the election ballot, the Foundation has an active role in the campaign planning and execution. The person in this role will have significant responsibility for content development, administrative coordination, and liaising among stakeholder groups.

Experience & Skills: A passion for public education and commitment to the successful futures of Madison's public-school students. A self-starter with exceptional interpersonal skills who is innovative, creative and applies entrepreneurial approaches to solving challenges and resource limitations. Find the full job description and qualifications: <https://schoolsmakemadison.org/about-us/employment/>.

Candidates should be committed to anti-racism work, a critical element of the Foundation's culture.

This is a full-time, salaried exempt position. Salary range is \$48,500 - \$58,500 based on experience. We offer a comprehensive benefits package, including monthly cell phone stipend. Please submit a resume and statement of interest to careers@SchoolsMakeMadison.org