

Grassroots and Strategic Initiatives Director

ACLI seeks a communications and organizational leader to lead an advocacy network, organize grassroots and coalition partners, and develop impactful initiatives with strategic partners for the life insurance industry.

The individual will be responsible for development and operations of a robust digital grassroots effort for member companies, as well as orchestrating field capabilities in creative and strategic terms, in concert with other, integrated advocacy efforts.

Candidates should have experience with national and targeted digital grassroots advocacy, including education, engagement and recruitment, in order to provide strong leadership of a grassroots advocate network. Candidates should have demonstrated knowledge of how to mobilize additional grassroots activities for advocacy in state capitals and nationally.

Strong organizational skills are essential, including the ability to manage consultants, and spearhead collaborate efforts among industry members and partners.

Campaign experience is a plus. Creativity, drive for excellence, and ability to identify new opportunities are expected.

This position is part of the Communications & Public Affairs team and reports to the VP, Executive and Leadership Communications.

Duties, responsibilities and accountabilities

- Direct the operations and message of ACLI's grassroots advocate network to achieve the maximum level of engagement for strategic priorities in national and state-level debates.
- Develop grassroots engagement for communications efforts regarding industry priorities.
- Organize programming of coalition partner activities on behalf of shared industry priorities.
- Initiate development of partnership opportunities with coalition members and new communities.
- Drive initiatives with grassroots leaders in and outside of the industry for communications advocacy priorities and goals.

Requirements and Qualifications

- Salary commensurate with experience.
- Bachelor's Degree in communications, politics, or related field of study.
- 5-7 years of experience in public relations, campaigns, journalism, writing, or related area.
- Strategic and creative thinker who understands grassroots capabilities and storytelling.
- Advanced written and verbal communications skills, independent judgment, and the ability to work on tight deadlines and under pressure with an eye for detail.
- Team player who can work at both strategic and tactical levels to deliver high-value communications results.
- Demonstrated interpersonal skills, flexibility, and ability to exercise diplomacy and manage a high-volume of initiatives at the same time.

Email resumes to HRACLI@acli.com

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