



GIVE. ADVOCATE. VOLUNTEER.

**United Way
of Pennsylvania**

Title: United Way of Pennsylvania Policy & External Affairs Manager

Reports to: UWP Public Policy Director

United Way of Pennsylvania works to support all our member local United Ways across PA to be a leader and partner in building financially resilient families and thriving communities across the Commonwealth. We envision an inclusive, impactful, and collaborative network of United Ways working with business, community, faith, and government leaders across PA to advance equitable access to health, education, and financial stability for all Pennsylvanians. UWP is most well-known for its leadership on the statewide ALICE project, to educate and advocate for households who are working but not yet earning enough to afford their basic needs. PA 211 is another key initiative of the United Way network in Pennsylvania, providing support to Pennsylvanians in need of connections to services 24/7/365 through one point of contact.

UWP seeks an experienced public policy professional to support our state and federal advocacy efforts, enhance local United Way and community partner participation in advocacy campaigns, foster strong and lasting external relationships, and to work collaboratively across the public and private sectors on key initiatives which strengthen our impact and elevate the United Way brand.

The successful Policy & External Affairs Manager seeks to develop new and lasting relationships within the public and private sectors and maintain strong and evolving relationships with existing partners which build trust, and drive impact and outcomes. They are invested in the mission of UWP, supportive of UWP's public policy priorities, and are able to gather information and data to support the furtherance of both. They have experience simplifying complex public policies and government communications for the purpose of educating and informing diverse audiences with different levels of expertise to include local United Way staff, members of local United Way boards of directors, and key partners. They flourish in a fast-paced, changing environment and possess the ability to manage multiple projects while working cross-functionally on multiple workgroups, in teams and independently. They will thrive on driving strategy through the full continuum from development to execution and evaluation.

Goals:

- 1) Increase grassroots engagement by UWP membership in support of United Way state and federal advocacy priorities.
- 2) Increase United Way volunteers, donors, and general public engagement in support of United Way's legislative priorities.

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- 3) Directly represent United Way policy positions with state and federal elected officials
- 4) Build relationships with administrative agencies which create opportunities to diversify funding for United Way's economic mobility and PA 211 priorities.
- 5) Produce compelling, persuasive, and data-driven communications which support UWP's policy agenda.

Job Responsibilities:

Work with the UWP Public Policy Director to devise and implement advocacy strategies which advance the United Way network's public policy agenda at the state and federal level, with primary focus on engaging partners outside of the United Way of Pennsylvania member network.

Lead strategy which empowers local United Way members to engage their boards of directors and other volunteers, including business and community leaders, to advocate for United Way priorities

Direct any event-centered tactics to advance the United Way network's advocacy agenda, including UWP's annual Hill Day

Build relationships with like-minded advocacy organizations and develop formal and informal communications which support coordination of advocacy efforts with these partners – both in support of current advocacy priorities, and to assist with updating the network's policy platform to be responsive to emerging issues.

Coordinate external relationships for UWP's advocacy campaigns

Lead strategies to engage external partners as active supporters of advocacy priorities for the ALICE population

Develop advocacy messages for external communications, including social media and coordinate social media advocacy with staff/contractors who maintain UWP's social media calendar and content

Develop persuasive and data-driven communications to support legislative and regulatory advocacy

Develop deep familiarity with the ALICE data, increase understanding and visibility of ALICE in PA, and United Way's advocacy for ALICE in our state

Build relationships with legislative staff and state agency staff to support United Way's public policy agenda.

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Represent UWP at various coalition meetings, conference calls, and conferences as needed.

Implement strategies to support United Way Worldwide public policy priorities

Author content for UWP's member and public newsletters

Direct UWP's compliance with quarterly lobby expense reporting requirements as required by state law.

Other duties assigned by the UWP Public Policy Director

Minimum Requirements:

Bachelor's Degree – equivalent experience also considered.

At least 5 years of prior experience working in government relations, state/federal government or other advocacy and policy experience

Demonstrates strong strategic thinking skills to formulate and execute long-term legislative and grassroots plans to achieve priorities and policy objectives

Demonstrated ability to build and foster relationships among a wide variety of stakeholders and to facilitate conversations among multiple groups and individuals

Strong oral and written communication

Strong organizational and time management skills

Some overnight travel is required. Ability to operate a motor vehicle, or to provide your own reliable transportation to and from the office as well as required statewide travel.

This position is an exempt position under the Fair Labor Standards Act.

Salary and Benefits:

United Way of Pennsylvania offers a competitive benefits package which includes health care, vision, dental insurance, paid time off, and a 403(b)-employer match. UWP maintains a hybrid working environment, with a combination of office days and work from home days. For this position, the in-office schedule varies depending on the seasonality of legislative session. The salary range for this position is \$60,000 to \$70,000 per year, depending on qualifications and experience.

To apply: Please submit a resume' to info@uwp.org. Applications will be reviewed on a rolling basis and must be received by August 31, 2024, to be considered.

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