



Advancing Equity. Ending Sexual Violence.

JOB ANNOUNCEMENT
Public Affairs Manager
Sacramento Office

ABOUT ValorUS

ValorUS (VALOR) is a national organization committed to advancing equity and ending sexual violence. Since our founding in 1980, we have continued to build dynamic relationships across a diverse range of communities, institutions and systems, and mobilize our network of survivors and advocates to influence change. Through leadership, prevention, and advocacy, we are fearlessly pursuing a world free from violence where the dignity of every person is valued and respected.

PURPOSE OF POSITION

Under the direction of the Chief Executive Officer (CEO), the Public Affairs Manager provides leadership and strategic management of VALOR's legislative/public policy priorities and communications strategy. The Public Affairs Manager is responsible for coordinating, monitoring, and implementation of VALOR's communications strategy and national/ statewide legislative/public policy advocacy priorities. The Public Affairs Manager works closely with VALOR's CEO and management team to achieve organizational goals and objectives by administering the communications and public policy initiatives. This position requires occasional statewide and national travel. This position is a full-time, exempt position based in downtown Sacramento, CA.

ESSENTIAL DUTIES

- Legislative and Systems Advocacy: Oversee the development, research, analysis, and advocacy on key legislative and systems issues impacting equity and sexual violence nationally and statewide. Create, develop and maintain alliances with other organizations and relevant agencies to advance the mission of the organization. Determine the support or opposition of individual legislators, committee staff, government officials or other gatekeepers on particular legislative proposals.
- Legislative Priorities: Work closely with CEO and management team staff to establish annual legislative priorities. Develop and analyze VALOR position statements. Identify key VALOR staff to testify before the legislature and recruit appropriate VALOR partners from throughout the state to assist in this effort. Develop relationships with legislative staff in order to proactively schedule meetings between VALOR, members and legislators and other key stakeholders. Oversee the development and distribution of regular legislative updates and training for VALOR management, staff and constituents regarding the effects or impact of current legislation on issues relevant to equity and sexual violence.
- Representation: Personally represent VALOR at all relevant or assigned meetings, task forces, conferences, and hearings. Coordinate and provide live verbal testimony and be available for public appearances in multiple locations.
- Media Communications and Management: Oversees the development and implementation of VALOR communication strategy including websites, social media, newsletters, and marketing of the agency and its materials. Develop and refine VALOR's messages to ensure organizational consistency.
- Media Relations: Cultivates and maintains strong media relationships. Oversee

coordination of media contacts, media interviews and prepare talking points/strategy for agency's spokespeople. Coordinate and arrange media presence at events along with follow-up efforts with media along with "pitching stories" about VALOR focal areas to print, radio, television, and online reporters/editors. Oversee development and management press releases and materials (including press packets) for distribution at key VALOR events. Develop and maintain and updated statewide media contacts/distribution list. Monitor, track, and analyze news and media on a statewide and national level for key stories on sexual violence, emerging media/communications opportunities and develop appropriate communications/media strategies for implementation. Coordinate and develop content and design of VALOR's newsletters and Annual report.

- Member Engagement: Coordinate meetings and ongoing communication with VALOR's Public Policy Committee for input and consultation for legislative/policy issues, in coordination with VALOR's CEO and key staff. Develop, coordinate and maintain communication strategy and efforts with VALOR's members. Create and maintain a regular system by which to inform and engage VALOR members and allied organizations to create opportunities for advocacy for individual members and to support VALOR's advocacy work.
- Information and Materials Development: Oversee agency's development, research, analysis and distribution news, research and program materials (e.g., newsletters, legislative tracking, media and lobby guides, email groups, brochures, blog, etc.). Serve as executive editor for the organization's materials and website that address issues pertinent to equity and sexual violence.
- Special Projects: Coordinate and manage special projects as assigned. Assess and prioritize tasks, conduct research, develop materials and complete projects in a timely manner. Develop and coordinate evaluation process for special projects as appropriate. Provide project support and reporting for various program and grant-related activities as assigned.
- Training and Technical Assistance: Support the assessment of needs of VALOR constituents on a regular basis regarding their use of policy/systems change and advocacy. Provide training and technical assistance via phone, e-mail or in-person to rape crisis centers, members, professionals, and the general public.
- Supervise Policy and Communication staff and consultants.
- Reporting: Develop and complete appropriate program and grant reports and policy papers as required.
- Additional Duties: Works closely with the CEO in the strategic development of the program. Contributes to the professional tone and approach of the project and the organization within the perimeters of the agency mission and philosophy. Other duties as assigned.

REQUIREMENTS

1. Education: Bachelor's degree or minimum of 4 years relevant/demonstrated experience in public affairs/policy or communications required. Knowledge of sexual violence and equity issues is necessary. Must be willing to complete training on these issues. *Bilingual in Spanish is preferred.*
2. Must possess strong project management skills.
3. Ability to work collaboratively and in a team setting with a variety of project managers.
4. Must be organized, flexible, and multi-task oriented. Able to identify and respond to shifting priorities. A self-starter that can work within a team environment and handle a variety of tasks with urgent deadlines. Must be detail oriented.
5. Experience conducting research utilizing a wide range of sources including

printed material, Internet, and identification of alternative information sources.

6. Excellent oral and written communication skills. Experience delivering oral presentations to diverse professionals and audiences, including workshops and presentations.
7. Excellent technical writing, research, and analytical skills.
8. Ability to recognize, identify and synthesize information of value to VALOR's constituencies, partners, and general public.
9. Ability to maintain cooperative and professional demeanor with VALOR's members, media, legislators/policymakers, agency staff/board, vendors, consultants, allied professionals, and members of the public. Enjoyment in interacting with people and creating an accessible environment. Excellent customer relations approach.
10. Possess the capacity to work in a fast-paced program and manage multi-faceted services.
11. Demonstrated sensitivity to and knowledge of issues involved in working with diverse populations and organizations. Experienced in developing programs in response to diverse needs.
12. Accept and abide by VALOR's mission, values, and policies
Mission: Preventing and ending sexual violence by advancing equity and eradicating oppression.
Values: Fearless, Transformative, Justice, Collective Power, Equity .
13. Willingness to complete a California rape crisis center sexual assault victim counselor training, if not already completed. Must be willing to complete training on sexual violence intervention and prevention issues.
14. Availability to travel extensively statewide/nationwide, some overnights and weekends. Must have a car and valid driver's license.
15. Ability to oversee and supervise staff.
16. Ability to lift 40 lbs. in order to move equipment, boxes of paper, supplies, etc. Physical demands are typical for an office environment including sitting, stooping/kneeling, reaching and handling, speaking, hearing, and seeing. The noise level in the working environment is usually quiet to moderate.

SALARY:

Starting Salary for this position is \$74,859 per year, depending on qualifications. Benefits include medical/health insurance, dental, vision, term life insurance and a 403(b) plan.

**Submit resume, cover letter, three references and two
writing samples to jobs@valor.us**

Posted: April 12, 2022

VALOR encourages applicants from a diverse pool of candidates including candidates of color, candidates with disabilities, candidates who identify with the LGBTQ community and others.

I understand that VALOR is an at-will employer. This means that both VALOR and I have the right to terminate employment at any time with or without advance notice and with or without cause. I have read and understand my job description. VALOR makes reasonable accommodations for qualified individuals. All employment actions are based solely on an individual's qualifications without regard to race, color, sex, national origin, religion, cancer-related medical condition, disability, age, sexual orientation, veteran status, ancestry citizenship, or marital status.

VALOR is an Equal Opportunity Employer