

### **General Description**

The Advocacy Coordinator (AC) will be an individual in each credit union (with appropriate back-up) to coordinate credit union advocacy engagement and serve as a liaison to the GoWest Credit Union Association. We will ask each credit union to designate at least one person who will be responsible for legislative and political activities including, but not limited to, calls to action, visits with elected officials, CULAC fundraising, and communicating with your credit union leadership and staff. In some credit unions this could be the CEO, manager, board member, or it could be a staff member involved in the community.

### **Duties of the AC**

- Serves as the primary contact regarding governmental affairs as it relates to GoWest and your local credit union.
- Works with the CEO, GA committee member or designee to; develop objectives and goals for your individual credit union.
- Recruits, educates, communicates, and mobilizes staff and members to be involved in our advocacy related activities to support our credit union public policy issues and goals.
- Works with credit union communications staff to mobilize grassroots communications via social media networks or pass through your own approved social media network.
- Ensures participation and coordination of local and state fundraising, including CULAC, and political events on behalf of your credit union as well as attendance at Government Relations sponsored events through the GoWest Credit Union Association and CUNA as needed. Coordinate the credit union's permission agreement.
- Integrates the in partnership with GoWest Credit Union Association advocacy team-oriented sponsored events (grassroots strategy meetings, legislative summits, hike the hill/district, etc.) including training sponsored by the Association.
- Coordinate internal process for responding to "Calls to Action," our system efforts to send communication to state Capitols or Congress.
- Remain current on key legislation and issues directly affecting your credit union and the movement via GoWest. Be a resource for your local chapter, young professionals' group, or committee the credit union may assign you to.
- Proactively set goals to develop relationships with legislators in your credit union's branch networks. Develop list of legislators who are members of your credit union and plan regular, resonate communication with them.
- Provide GoWest with information on candidates in your part of the state for the purpose of identifying credit union support and delivering PAC checks to candidates.

**Position Qualifications**

Be an employee of a member credit union in good standing with the GoWest Credit Union Association. Willingness to be involved in legislative and political affairs on the credit unions' behalf. Must have expressed consent by CEO/President or designee of the credit union to participate in our advocacy program as the Advocacy Coordinator and attend one Advocacy Training in a calendar year.

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