

### General Description

The Advocacy Coordinator (AC) will be an individual or individuals in each credit union (with appropriate back-up) who coordinates credit union advocacy engagement and serves 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, America's Credit Unions PAC 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 for credit union related legislative and political affairs between the GoWest Credit Union Association (CUA) and your local credit union.
- Works with the CEO, state GA committee member/designee to develop objectives and goals for your credit union.
- Recruits, educates, communicates, and mobilizes staff and members to be involved in 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(s).
- Ensures participation and coordination of local and state fundraising, including America's Credit Unions PAC, and political events on behalf of your credit union as well as attendance at Governmental Affairs sponsored events with the GoWest CUA and America's Credit Unions as needed. Ensures the credit union's permission agreement is renewed for current year contributions.
- Integrates an advocacy-related calendar in partnership with GoWest CUA advocacy team-oriented sponsored events (grassroots strategy meetings, legislative summits, hike the hill/district, etc.) including training sponsored by the Association.
- Coordinates 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 CUA. 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 CUA with information on candidates in your credit union's region(s) 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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