

## **POSITION DESCRIPTION**

Title: Director of Policy and Programs  
Reports to: Vice President, Government Relations

### **POSITION CONCEPT:**

The Director of Policy and Programs serves as an officer of the Government Relations Division and the Education and Workforce Development Division under the supervision of the Vice President of Government Relations. The Director will assist in the management, advocacy and implementation of Chamber and division efforts in all areas related to education, workforce development, voter education and economic development.

### **PRIMARY RESPONSIBILITIES:**

1. Provide leadership to the Education and Workforce Development Division and all subcommittees and taskforces of the division, each comprised of volunteer members and community stakeholders. Leadership of The Chamber's Education and Workforce Development initiatives include serving as The Chamber's liaison to the school districts, universities, career centers and the workforce development board.
2. Identify areas of concern related to education and workforce development needs and aid in the development and execution of a plan of action to address those concerns, including necessary legislative reform.
3. Provide leadership to the Education Committee, Business Advisory Council and Vote El Paso Committee, each comprised of volunteer members and community stakeholders. Leadership of these committees entails encouraging involvement of Chamber members, identifying and involving persons with expertise, identifying programs that The Chamber can champion, as well as representing The Chamber on committees of significance for education and workforce development, and attending meetings at which such policies are discussed, including but not limited to the school board meetings, workforce board meetings, Region 19 meetings and/or meetings of other government entities.
4. Prepare tracking reports, issue briefs and "white papers" on key legislation at the local, state and federal levels affecting The Chamber related to workforce development, economic development, and education. Prepare other reports and/or presentations as needed for these public policy-related activities and programs.
5. Assist in other timely advocacy efforts as deemed appropriate by Government Relations Division VP and Chamber leadership.
6. Responsible for developing and maintaining working relationships with local elected leaders, staff, and community leaders related to education, economic development and workforce development. Essential to this responsibility is the development of in depth knowledge of local government structures in the aforementioned disciplines.
7. Assist in planning and coordination of advocacy efforts within the Government Relations Division and Armed Forces Division – specifically, events such as El Paso Days in El Paso, El Paso Days in Austin and Washington D.C. – Spring legislative trips.
8. Under the supervision of the VP of Government Relations, oversee the planning and execution of the annual State of District Address and State of Higher Education Address, working closely with the division coordinator and the Chamber's communications manager on all aspects of the event.

9. Confidently represent the Greater El Paso Chamber of Commerce at all applicable community meetings and events.
10. Manage the Vote El Paso initiative by developing and updating its website content, marketing its services to Chamber members, and managing services delivered to clients (through co-branded or customized products of the Project).
11. Oversee the School Board Member Qualification Process and, if determined appropriate, include responses in the voter guide that is produced for the election.
12. Build data collection methods through surveys and other research methods to gather and analyze data and information on local voting trends in El Paso, demographics of voters and of potential clients, and members' needs and preferences as relate to political education and participation.
13. Report findings of research verbally, graphically, and in written format to Chamber Board of Managers and making appropriate recommendations.
14. Create and execute a marketing campaign for the Vote El Paso initiative based on the business community's needs and preferences, designed to recruit members and deliver the services of the project.
15. Identify and recruit clients, to include potential users, of the Vote El Paso initiative among the membership of The Greater El Paso Chamber of Commerce and the business community in El Paso.
16. Promote the Vote El Paso initiative through local media and Chamber members to sell the customized websites, and expand the Project's scope.
17. Establish a baseline of data for the Vote El Paso initiative through initial and continued surveying of actual and perspective clients to measure customer satisfaction and program effectiveness
18. Promote and manage the El Paso Job Register program in partnership with Workforce Solutions of the Upper Rio Grande, (the staff of the workforce board) and our Marketing and Communications manager.
19. Manage employer educational outreach programs in collaboration with professional employer organizations, which include but are not limited to the Equal Employment Opportunity Commission seminar, Office of the Attorney General workshops, Department of Labor Office of Programs and Contract Compliance Seminars and Worker Compensation seminars.

### **ADDITIONAL JOB FUNCTIONS**

1. Recruit and train division volunteers in conjunction with the Division Vice President, to fulfill the manpower needed in all assignments.
2. Monitor legislation, policy issues and potential issues affecting the Chamber and the El Paso community through state and federal digests, newspapers and periodicals, and regular contact with legislators and their staffs.
3. Monitor and analyze legislation, policy issue statements, governmental regulations, rules and executive orders, and searches for quantitative data that verifies or denies the positions taken, ultimately preparing recommendations and position papers.
4. Responsible for portions of the budget as assigned. Authorized to expense funds within the division's budget, as approved by the Vice President.
5. Keep Executive Committee, President, Vice President, and other Chamber leadership apprised of pending legislation, potentially damaging issues, or fast-moving events requiring advocacy action.
6. Prepare reports of legislative trends, legislative activity, meetings attended and contacts made related to transportation, armed forces, border security and any other assigned areas.
7. Effectively communicate the achievements of local legislative action and Vote El Paso to Chamber members via all Chamber marketing tools (Chamber Spotlight newsletter, E-Newsletter, website) to deliver Chamber division updates and to keep the membership fully apprised of the divisions work to underscore the value of their membership.

8. Continuous evaluation of program activities.
9. Work closely with other Government Relations Division staff on research, program, and advocacy efforts to ensure coordination.
10. Responsible for operating in accordance with all applicable policies, programs, plans and activities of the Greater El Paso Chamber of Commerce as authorized by the Board and implemented by the President and CEO.
11. Responsible for all other duties as assigned.

**POSITION QUALIFICATIONS:**

1. Candidate must possess a minimum of an undergraduate degree in Public Administration, Political Science, Business or related field, or equivalent experience for non-degreed individuals. A Masters in Public Administration preferred.
2. Previous experience in program development, volunteer management, budget development, fundraising and non-profit management is preferred.
3. Previous experience in the political process is preferred.
4. Must have a demonstrated record of communication and interpersonal skills, with a team-player attitude to achieve the Chamber's goals.
5. Should have knowledge of the community and the ability to build community-consensus and support.
6. Ability to develop and maintain private sector, institutional and governmental contacts at all levels of government.
7. Ability to work both as a team member and to work independently.
8. Ability to analyze regulations, legislation and policy statements.
9. Must have a working knowledge of current events as they impact legislation at the local, state and federal levels.
10. Must have working knowledge of MS Word, Excel, PowerPoint, and other graphic presentation and desktop publishing software.