



American Civil Liberties Union of Michigan Position Description: Public Engagement Strategist

Position overview: The Public Engagement Strategist is responsible for creating, innovating and managing an effective system of volunteer engagement for the American Civil Liberties Union of Michigan. A successful strategy for volunteer engagement will inspire and motivate stakeholders to take action on behalf of ACLU of Michigan, impact local community development and leadership, create goodwill, build the ACLU of Michigan membership base, and advance our fundraising goals. The focus of any volunteer engagement strategy must promote the organization's mission, benefit our collaborative philosophy and vision, and align with our strategic goals. Building relationships with corporate and community volunteers, the Strategist will ensure an energized, efficient and effective volunteer base of support for the organization. The Strategist will also interact with all departments within the organization and be accountable for developing strategies, assessing needs and capacity, leading operational plans, and creating initiatives, metrics and benchmarks to support volunteer matching, engagement and programming.

Specific Responsibilities

Create a highly effective network of civil rights and civil liberty community advocates in partnership with community allies.

- Develop organizing campaigns around key civil liberties and rights issues that are generated through community interest and vision, and aligned with the ACLU's priority issues.
- Create a volunteer leadership development process that empowers the community.
- Build the base of community advocates who can be mobilized to participate in issue campaigns, meetings, rallies and hearings for work initiated by the ACLU of Michigan or the national ACLU.
- Galvanize support of community organizations and cultivate public officials, law enforcement officials, faith leaders, business leaders, donors, and new and diverse communities for issue campaigns.
- Survey staff regularly to assess needs for in-house volunteer assistance, create volunteer service and program descriptions, and create a budget for each volunteer program.
- Work with volunteer teams (local units) to match them with volunteers.
- Develop and conduct volunteer orientation and training to ensure a strong understanding of the work, mission, goals and roles.
- Identify community outreach and opportunities for volunteers such as town halls, fairs and festivals, and speaking engagements when appropriate.
- Manage a volunteer speaker's bureau, provide issue-based training, and coordinate speakers with events.
- Develop and manage volunteer policies, procedures, and standards of service.
- Create and maintain accountability measures and benchmarks to evaluate the effectiveness of volunteer programs and to implement changes as appropriate.
- Organize volunteer recognition programs and events.
- Maintain accurate records and provide timely statistical and activity reports on volunteer participation.

Administration, Coordination and Support

- Act as the single point of contact for communications from volunteers.
- Work with volunteers to ensure strong communication with the ACLU of Michigan staff and effective implementation of logistical aspects of programming and event promotion.
- Work with ACLU National Staff to support and implement national programming and ensure consistent branding and messaging.
- Organize, maintain and manage a volunteer database compatible with internal ACLU of Michigan protocol and ensure coordination with other ACLU databases.
- Maintain a schedule of opportunities.
- Work proactively with staff to provide accurate assistance for volunteers.
- Consult with Director of Operations to develop and oversee program budget.
- Coordinate with Political Director to collaborate on issue campaigns and legislative strategies designed to further ACLU of Michigan policy goals.
- Coordinate with Director of Communications to ensure necessary materials are prepared and available for volunteer programs and events.
- Work with Director of Philanthropy to identify fundraising opportunities, to create a fundraising bridge with volunteers.
- Work with Executive Director on projects as assigned and Deputy Director to cultivate and provide support for organizational volunteer opportunities.

Qualifications

- Demonstrated commitment to civil liberties and civil rights.
- Educational background in community organizing, ideally a Bachelor's Degree and/or at least five years of experience in volunteer management.
- Knowledge of management principles and evaluation techniques related to volunteer programs.
- Ability to work collaboratively across a large organization.
- Strong communication skills, including writing and public speaking.
- Willingness to work flexible hours and travel around the state as needed.
- A commitment to diversity; embraces a personal approach that values the individual and respects differences of race, ethnicity, age, gender, sexual orientation and gender identity, religion, ability and socio-economic circumstance.
- Proficient in technology and social media applications.

Personal Characteristics

- Committed to advancing the ACLU of Michigan values, mission, goals and programs, with an understanding of the range of civil liberties issues and their implications.
- A person who can handle and prioritize multiple activities and tasks; a person who takes initiative and demonstrates follow-through.
- A team player who inspires collaboration and functions decisively and with flexibility; a person who assumes the best from colleagues and who resolves conflicts directly.
- A demonstrated ability to work productively in an unstructured environment; the capability to conduct oneself with a calm and professional demeanor when dealing with the public and/or difficult situations.

Supervision: The Public Engagement Strategist is supervised by the Political Director.

Compensation and Benefits

Salary is commensurate with experience and qualifications. Excellent benefits including health insurance and a 401(k) plan. This is a grant-funded position.

Application Procedure

Please submit, in digital form, a detailed letter of interest, resume, writing sample and contact information for three references to ACLU of Michigan Political Director Shelli Weisberg at PubEngStrategistJob@aclumich.org. Include Public Engagement Strategist and your name in the subject line of the email.

Application review begins May 3, 2017. Position will remain open until filled.

The ACLU of Michigan is an equal opportunity/ affirmative action employer. Women, people of color, persons with disabilities, and lesbian, gay, bisexual and transgender people are encouraged to apply.

The ACLU of Michigan comprises two separate corporate entities, the ACLU of Michigan and the ACLU of Fund of Michigan. The ACLU of Michigan and the ACLU Fund of Michigan share the same mission, office space, and employees. This job posting refers collectively to the two organizations under the name "ACLU of Michigan."