



Organization: ArtServe Michigan
Location: Wixom, MI
Position Title: Director of Public Policy
Reports to: President and CEO
Status: Exempt
Submission Deadline: April 19, 2013 on or before 4:00 pm EST
Start Date: Position open until filled

ABOUT ARTSERVE MICHIGAN

ArtServe Michigan is the statewide nonprofit organization leading advocacy for the vital role of the arts, culture, arts education and the power of creative industries to transform people and communities across Michigan. ArtServe's mission is to cultivate the creative potential of Michigan's arts and culture sector to enhance the health and well-being of Michigan, its people and communities. Our organization is grounded in the belief that arts and culture are essential ingredients to building vibrant communities and a resilient Michigan economy, shaping creative and innovative young minds and transforming the lives of people of all ages. Visit www.artservemichigan.org to learn more about our organization.

POSITION DESCRIPTION

ArtServe is seeking a qualified, forward-thinking, innovative, self-motivated, energetic and team-oriented candidate, with a demonstrated passion for the critical importance of the arts, culture, arts education and creative economy for Michigan's future, to serve in the role of Director of Public Policy, a full-time exempt position. The Director of Public Policy will provide leadership, strategic direction and management of ArtServe's statewide advocacy and public policy initiatives and report to the President & CEO. In general, the duties and responsibilities of this position are focused on efforts to:

- Coordinate advocacy and lobbying efforts to engage a growing network of "grassstops and grassroots" advocates;
- Cultivate greater understanding and support for the contributing impacts of the arts, culture, arts education and creative economy in Michigan among state and federal public officials and executive leaders, and advocates and stakeholders statewide; and
- Advance diversified and sustainable funding, policies and programs to position the arts, culture, arts education and creative industries as a strategic asset and force in Michigan's reinvention.

Program Planning, Delivery and Fundraising

- Work in collaboration with the President & CEO to strategically plan, coordinate and manage ArtServe's advocacy and public policy initiatives, activities and events for achieved excellence, effectiveness, responsiveness and relevance to the needs/opportunities of the creative sector.
- Work closely with advocates, advisors, external partners, constituents, community stakeholders, public officials and executives at the state, federal, local/regional levels as may be appropriate to advance, maximize impacts and influence of ArtServe's advocacy initiatives. This includes coordination with the Michigan Legislature and Michigan Congressional delegation.
- Plan and manage ArtServe's efforts to re-establish, cultivate and support the Michigan Legislative Caucus for the Arts, Culture and Creativity in an effort to build increased legislative leadership and support on issues impacting the arts, culture, arts education and creative industries.

- Plan and organize periodic advocacy events such as legislative receptions, workshops, public lectures, and forums, in collaboration with ArtServe's Board, staff, contractors, and external partners.
- Maintain a current working knowledge of significant issues and trends in advocacy and public policy for the arts, culture, arts education and creative industries by reviewing professional publications, web and online communications and alerts, attending related conferences, meetings, and other events, and other related methods.
- Coordinate, manage and participate in fundraising and grantmaking activities in support of ArtServe's advocacy and public policy initiatives, as appropriate and in cooperation with the President & CEO and other ArtServe staff.
- Represent ArtServe and its statewide arts and cultural networks and constituencies on various committees, task forces, work groups or boards, as may be strategic and appropriate to the aims of ArtServe's advocacy and public policy initiatives, and as directed by the President & CEO. Examples may include Americans for the Arts State Arts Advocacy Network, Kennedy Center Alliance for Arts Education Network, Michigan Nonprofit Association Public Policy Committee, Michigan Arts Education Roundtable, Michigan STEM Alliance or other such groups.
- Provide staff support to the ArtServe Board of Directors, ArtServe's Public Policy Committee, and President's Council, as directed by the President & CEO.
- In collaboration with the President & CEO, provide leadership and staff support in the management and coordination of the activities of the ArtServe Michigan Arts Action Network, the affiliated but independent 501(c)4 corporation established to strengthen and maximize arts advocacy capacity, influence and impact in Michigan.

Education, Research and Reporting

- Plan, manage and coordinate ArtServe's Creative State MI research, reporting and strategic communications initiatives, in collaboration with the President & CEO, Director of Creative Industries and other partners as appropriate, to document and affirm the contributing impacts, health and vitality of Michigan's arts, culture, arts education and creative industries both non-profit and for profit.
- Support the President & CEO in managing ArtServe's roles and responsibilities for the Michigan Cultural Data Project (CDP) including organizational and funder outreach, coordination of orientation and reports trainings, research and reporting, fundraising and grantmaking, strategic communications, coordination with the Michigan CDP Advisory Council, and ongoing collaboration with the Cultural Data Project team.
- Work in partnership with Michigan Youth Arts, the Michigan Department of Education, and other statewide arts education organizations to plan and conduct research, analysis and reporting activities documenting the depth and presence of arts education in Michigan schools in an effort to define, lead and advance an arts education policy platform and agenda.
- Research, develop and disseminate educational and informational tools, resources and reports, using appropriate print, web, online and social media and methods, to share information on trends, developments, needs, challenges, opportunities and other relevant issues facing or engaging the arts, culture, arts education and creative industries.

Strategic Communications

- Manage and coordinate ArtServe's advocacy and public policy strategic communications using advocacy e-alert and messaging platforms such as Voter Voice, e-blasts, social media and other online and traditional communication resources and tools.
- Coordinate, review and respond to general inquiries or other communications/requests by constituents seeking ArtServe's advocacy and public policy services and resources.
- Develop and coordinate appropriate methods of promotion for ArtServe's advocacy and public policy initiatives in consultation with the President & CEO, and aligned with the organization's Strategic Communications goals and priorities. This may require collaboration with other ArtServe staff, contractors, consultants and external partners such as the Communications Specialist contractor, media/communications partners, web and brand identity designers, etc.

- Manage information gathering, design and delivery of the email and web-based communications related to ArtServe's advocacy and public policy initiatives with support from and in coordination with the Communications Specialist contractor, external media/communications partner, and other ArtServe staff as appropriate. This may involve writing or editing advocacy alerts, policy updates, case statements, articles, talking points or other related tasks and activities to advance ArtServe's advocacy aims.
- Manage and update websites and social media channels with program/resource related information in coordination and partnership with Communications Specialist contractor. This includes updating and managing the ArtServe Michigan and ArtServe MI Arts Action Network websites and social media channels and may require coordination and collaboration with other ArtServe staff and external communications partners.
- Assist the President & CEO with preparation of speech, presentation, testimony, op eds, media releases and blog posts regarding advocacy and public policy issues.

Program Administration

- Provide management, administrative and logistic support for the advocacy/public policy initiatives including managing meeting requests and maintaining the shared calendar; handling travel and other logistical arrangements; coordinating logistical details for internal and external meetings; updating the shared contacts databases/lists; and assisting with developing and formatting presentations and other electronic documents.
- Support the President & CEO in developing, administering and monitoring the approved program budget, including coordinating requests for payment, contracts, and allowable expense reimbursements from vendors/contractors, and assisting with the preparation of budget, financial and grant reports.
- Maintain official records and documents, and ensure compliance with all governing laws, best management practices and standards, and grant requirements, including record-keeping and timely filing of lobby registration and expense reports with state and federal government.
- Contribute to and review plans, proposals and recommendations related to the advocacy and public policy initiatives; coordinate evaluation methods and benchmarking to measure progress, impacts and success; and share and reflect on program activity for future improvements/adjustments.
- Work closely with all colleagues to ensure that ArtServe's advocacy and public policy initiatives contribute to the organization's mission and aims and are relevant and responsive to the needs, challenges and opportunities of ArtServe's constituents, stakeholders and Michigan's arts, culture, arts education and creative industries as a whole.
- Monitor expenditures related to the approved budget(s), ensure reimbursement of authorized expenses, maintain supporting documentation of related contracts and work with the Office Manager and other staff on the annual budgeting process.
- Recruit and coordinate participation by volunteers and interns/externs, as may be required.

EDUCATION/EXPERIENCE/QUALIFICATIONS

- A bachelor's degree in Public Policy, Public Administration or related field is required. A master's degree in a relevant or related field is preferred.
- A minimum of two to five years of relevant professional experience in public policy, legislative affairs, or related fields is desired.
- A combination of education, skills and experience may be considered in the selection of the final candidate for this position.

REQUIRED SKILLS, EXPERIENCE AND KNOWLEDGE

- Experience, expertise and interest in direct and grassroots advocacy and lobbying, legislative and political processes, coordination with government agencies at the state, federal, local/regional levels as may be appropriate.
- Experience and expertise in program planning, management and delivery as well as strong analytical and innovative problem-solving skills.

- Excellence in interpersonal communication skills, both internal and external, including the ability to communicate information and case statements in a clear and compelling manner to influence change and motivate others to action.
- Organizational skills and ability to plan work priorities and flows, manage multiple tasks and priorities simultaneously, adhere to budgets and deadlines, and provide attention to detail and appropriate follow-through actions.
- Ability to build coalitions and work collaboratively with wide array of individuals, partners and groups within a demanding environment involving multiple projects, priorities, deadlines and unexpected changes to priorities requiring immediate and urgent action.
- Excellence and effectiveness in written/verbal communications, facilitation of communications in individual and group meetings, public presentations and testimony, and group facilitation.
- Proficient computer and information technology skills, particularly relating to office and data retrieval systems, and web/social media communications including proficiency in Microsoft Word, PowerPoint, Excel, Adobe Acrobat Professional, Gmail, Google Calendar and Google Drive.
- Commitment to personal and professional learning and development and willingness to undertake relevant training as may be appropriate.
- Willingness to travel state-wide and nationally to attend conferences, forums, meetings, hearings and events, both internal and external and with occasional overnight travel requirements.

ATTRIBUTES

- Understanding and passion for the critical importance of the arts, culture, arts education and creative industries as essential assets and transformational forces in Michigan's reinvention and economy, the vitality of its communities, and the enrichment of its people.
- Ability to lead, take initiative, think creatively and work collaboratively.
- Excellent interpersonal skills and ability to influence and motivate others to action.
- Self-motivated, energetic and enthusiastic and enjoyment of and ability to work under pressure.
- An adaptable and flexible approach to work.
- Commitment to diversity and inclusion.

COMPENSATION

This is a full-time non-exempt salaried position with salary levels commensurate with experience and qualifications. While ArtServe retains the right to adjust compensation for the selected candidate, the anticipated salary range for this position is \$40,000 to \$50,000 not including benefits.

APPLICATION PROCESS

Interested, qualified applicants should submit a cover letter, demonstrating their interest, suitability, and experience related to this position, a current resume and contact information for three (3) professional references by email or regular mail no later than Friday, April 19, 2013 by 4:00 pm EST to:

Jennifer H. Goulet, President and CEO
 ArtServe Michigan
 1 Clover Court, Wixom, Michigan 48393
 jennifer@artservemichigan.org

EQUAL OPPORTUNITY

ArtServe is committed to a policy of equal employment opportunities and does not discriminate against applicants, employees or independent contractors because of race, color, religion, national origin, gender, ethnicity, age, height, weight, sexual orientation, physical disabilities, marital status, veteran status, or any other legally protected status in hiring, or any term or condition of employment or independent contractor status.