
Advocacy Director

Qualifications (per WSPTA Uniform Bylaws Article 7, Section 3)

- Must be a member of a local PTA.
- Shall have served on the WSPTA board of directors for at least one year, or on the WSPTA advocacy committee for at least one year, or as a member of a local PTA or council board of directors for at least two separate years.

Basic Functions

Serves as an elected member of the board of directors representing the entire membership and the best interests of the association. Maintains open communication with and exercises personal leadership in the motivation of board members and the membership-at-large. Takes part in monitoring and evaluating organizational performance and effectiveness.

Duties, Responsibilities and Authority Consistent with the *Articles of Incorporation, WSPTA Uniform Bylaws, WSPTA Strategic Plan, WSPTA Policy Manual, and WSPTA Board of Directors Handbook*, the advocacy director:

- Attends all meetings of the board of directors, as well as convention, board retreat, board education workshops, leadership conference, and legislative assembly.
- Provides leadership education as requested and authorized. Presents at region conferences and *PTA and the Law* trainings as needed.
- Supports policies, programs, projects, and activities adopted by the board of directors and committees.
- Responsible for other projects as assigned by the president.
- May be assigned to monitor a task(s) associated with the *WSPTA Strategic Plan*. Will report progress to the board of directors.
- Represents the association to other organizations as requested by the president.
- Provides a yearly committee plan of action to the board.
- Provides written and oral reports to the board and as requested by the president.
- Provides information for the annual report as requested.
- Collaborates with all state directors.
- Reviews and updates all advocacy handbooks, publications, resources, and trainings as requested by the leadership director, communications chair, and/or president.
- Responsible for the creation of advocacy-related communication content for *Leadership News*, social media, *Membership News*, and any other communication channels.
- Responsible for providing input on updating content area webpages. Works with the communications committee and staff.
- Serves as chair of the advocacy committee. Oversees the goals and outputs of the advocacy committee, including the member submissions and the public-facing and archived WSPTA legislative policy platform materials, both short-term and long-term.

- Provides oversight for the resolutions chair and committee, is an ex officio member of the resolutions committee, and serves as the resolutions committee's liaison to the board of directors.
- Coordinates and facilitates testimony of members during the legislative session.
- Maintains database for state workgroups and child advocacy partnerships desiring WSPTA input.
- Participates in the planning of WSPTA Legislative Assembly, Focus Day, Advocacy Week, or other grassroots event in collaboration with the president and staff.
- Works with region directors and region advocacy chairs regarding advocacy strategies, training, and resources that meet the identified needs of local PTAs and councils.
- Acts as a resource to the board of directors on matters that affect the advocacy activities of local PTAs and councils.
- Prepares an annual report to the convention.
- May serve as federal legislative chair to oversee the federal-level advocacy activities of WSPTA in partnership with National PTA and coordinate WSPTA delegation at the National PTA Legislative Conference.

Relationships

- Responsible to the board of directors and to the membership for seeing that programs and policies of the association reflect the needs of the membership.
 - Consults regularly with the executive committee and members of the board of directors.
 - Consults with WSPTA staff as needed.
 - Consults regularly with the advocacy committee.
 - Consults regularly with the legislative consultant in coordination with the president.
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