



AMERICAN ACADEMY OF OTOLARYNGOLOGY- HEAD AND NECK SURGERY

Job Description: Coordinator, Grassroots Advocacy

Business Unit: Advocacy

FLSA Status: Exempt

Summary

The Grassroots Advocacy Coordinator supports the day-to-day logistics and operations of the Academy's state and federal grassroots advocacy initiatives. This role plays a critical part in advancing the Academy's public policy and legislative advocacy efforts by fostering member engagement and expanding grassroots participation. This position works closely with the Senior Manager of State Advocacy and the Senior Manager of Congressional and Political Affairs to enhance the organization's influence on key legislative issues affecting the field of otolaryngology at both the state and federal level. A key focus of this role is supporting and strengthening the Academy's State Trackers program and Project 535. This role will support recruitment, engagement, and communication with our physician advocates to advance the objectives of these programs. Additionally, this position will contribute to the development of legislative advocacy strategies, manage digital engagement tools, and support the coordination of advocacy-related events to further the Academy's mission and policy objectives.

This is a hybrid role, in-person in Alexandria, VA, three days per week (Monday, Tuesday, Wednesday).

Reporting Structure

The Grassroots Advocacy Coordinator reports to the Senior Manager, State Advocacy.

Key Responsibilities

- Support the growth, engagement, and strategic utilization of AAO-HNS grassroots key contact programs, including State Trackers and Project 535.
- Use and optimize digital advocacy tools and platforms to enhance member engagement and participation in advocacy initiatives. Support the integration of digital strategies to strengthen outreach efforts and maximize impact.
- Coordinate the development and dissemination of legislative advocacy communications to Academy members, ensuring alignment with the organization's strategic objectives.
- Support the Academy's federal and state legislative advocacy campaigns by crafting compelling messaging and outreach efforts.
- Assist in the creation and refinement of legislative advocacy materials, including action alerts, talking points, and grassroots communications.

- Monitor, analyze, and report on advocacy metrics and participation rates, providing insights and recommendations to improve campaign effectiveness and member involvement.
- Support the planning and execution of advocacy-related events, including legislative fly-ins, Capitol Hill visits, and other member engagement initiatives. Ensure seamless coordination of logistics and participant experiences.
- Develop, curate, and manage legislative advocacy-related content for Academy newsletters, websites, and social media platforms, ensuring accurate, engaging, and up-to-date communication that advances the Academy's policy objectives.
- Maintain and cultivate grassroots contact lists to ensure communications are reaching advocates.

Qualifications

- Bachelor's degree (political science, public policy, communications, or related field preferred). Experience in a not-for-profit, physician-based environment and/or committee support is a plus. (Experience may be considered in lieu of a degree).
- 1-3 years of experience in advocacy, grassroots mobilization, communications or related areas.
- Experience using digital advocacy tools, particularly Quorum, and CRM platforms.
- Strong written and verbal communication skills, with the ability to translate complex policy issues into accessible messaging.
- Highly organized, detail-oriented, and able to manage multiple priorities in a fast-paced environment.
- Ability to work collaboratively with internal teams and external partners.
- Experience in a healthcare or medical association setting is preferred, but not required.

Physical Requirements

- Sitting and standing, up to 7.5 hours per day
- Ability to maneuver (lift, carry, move slide, etc.) up to 15 lbs.
- Ability to spend most of the time viewing computer monitors and operating computer-related devices (keyboard, mouse, etc.)

Travel

- Some local travel required
- Occasional domestic travel required, up to 25%

The base pay range for this role is \$57,000 – \$65,000, commensurate with experience and education/certifications. The Academy is proud to offer an excellent benefit package to eligible employees, including medical, dental, and vision insurance; 9% 403b contribution after first year of service; company-paid life, short-term, and long-term disability insurance; 5 weeks of PTO, 11 paid

holidays, paid parental leave; parking/public transit allowance; medical & dependent care flexible spending accounts; pre-paid legal services; pet insurance; hybrid work environment; professional development opportunities.

Duties and responsibilities may be added, removed, or changed at any time at the discretion of management, formally or informally, either verbally or in writing

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