

PPAI JOB DESCRIPTION

Public Affairs Manager

The Public Affairs Manager will monitor, analyze and communicate legislative and regulatory issues on both Federal and state levels that impact the promotional products industry. The Public Affairs Manager will research and write about policy and product safety and compliance issues. The Public Affairs Manager will work directly with regional associations to implement grassroots advocacy programs. The Public Affairs Manager will assist in planning and executing face-to-face advocacy events including annual lobbying days and product responsibility education programs.

Paralegal with strong background in working with legal issues; proven analytical skills, communication skills, writing skills, research, and attention to detail strongly preferred.

Reporting Structure

Title of reporting manager: Director, Public Affairs
Department: Public Affairs

Job Status

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time / Part-Time / Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Start time Flexible
Work Location: Position must work from HQ location

Job Discretion

How many people does this position supervise: None
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

Essential Functions and Primary Duties:

1. Monitor legislative developments on a state and national level and alert regional partners and senior staff when key legislation is introduced or moves; help identify emerging risks and issues while monitoring legislative and regulatory changes ensuring industry and association awareness. Develop member advocacy guides and tools; manage production of the Association's legislative agenda.
2. Oversee the development of product responsibility educational resources, including webinars, best practices, case studies, on line resources and other materials.
3. Play a key role in PPAI's Legislative Education and Action Day—the Association's annual Washington, D.C. fly-in as well as fly-ins on the state level. Responsibilities include event management, member recruitment and training, on-site logistics and appointment setting.
4. Support development and execution of the PPAI Product Responsibility Summit conference. Responsible for the annual production of the compliance binder produced in conjunction with the Summit.

5. Editor of monthly government relations newsletter GR Today and product responsibility newsletter Trusted.
6. Work directly with regional associations to help drive grassroots advocacy, outreach and engagement. Oversee member advocacy database.
7. Maintain website for PPAI Law, ensuring national and state pages reflect current industry positions and legislative tools.
8. Liaison to PPAI's Government Relations Action Council.
9. Co-liaison to PPAI's Product Responsibility Action Group.

Secondary Responsibilities

1. Clearing house of information – respond to member and staff inquiries regarding legislation and regulations
2. Contribute content to PPB and Newslink keeping members up to date on legislative and regulatory related issues.
3. Liaison with research to obtain/identify specific data to bolster Association positions
4. Write positioning papers, letters to editors, bylined and/or ghostwritten articles for publications
5. Support other department initiatives as needed.
6. Other duties as assigned

Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Preferred

School/Certification Authority	Degree/Certification	Major/ Minor
Accredited University	BS/BA	Communications, Government, Management, Journalism, English, Law
Accredited Para Legal Program	Certificate	Para Legal Studies

Experience Preferred

Type of Work	Years of experience	Depth of Experience
Communications	5-10	Strong writing and analysis skills, ability to create grassroots advocacy messaging.
Government Relations / Public Affairs	5-10	Experience reviewing and analyzing legislation, working with lobbyists and government officials
Public Relations or related experience	5-10	Progressive experience in dealing with and managing public and/or governmental relations
Association or Non-profit	5-10	Knowledge of non-profit structure and volunteer management

Knowledge, Skills and Abilities Preferred

KSA's	Years of experience	Depth of KSA's
Development of advocacy/training tools	5-10	Able to design training/advocacy material in a comprehensive and easy to understand layout
Organization of work and ideas		Ability to accumulate, synthesize and analyze data resources and business issues to prepare concise, accurate materials. Must be able to handle multi-projects at one time
Understanding the legislative process		Lobbying, issues, planning campaigns, understanding of the legislative process Communications & interpersonal skills
Communications & interpersonal skills		Able to communicate complex topics to all levels of educated and politically diverse individuals
Integrity and Ethics		Work at the highest level of integrity keeping within all standards and rules to lobbying and reform procedures
Computer Proficiency		Able to work on most Microsoft and website formatting systems

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Physical Activity

- *Sitting:
- *Standing
- *Lifting
- *Pushing/Pulling
- *Bending/Stooping
- *Extended work hours, extended weeks (endurance requirement)

Work Environment

- *Office environment
- *Trade show floor or event venues
- *Temperature controlled environment
- * Travel: Must be able to travel

PPAI is an Equal Opportunity Employer (EOE)
Apply to: apply@ppai.org