



Position: **Downtown Policy & Advocacy Manager**

Reports to: Deputy Director

Function: This position is responsible for managing advocacy, public policy, and government relations for the organization. In coordination with Partnership leadership and staff, this position is expected to direct policy initiatives by analyzing emerging issues, researching best practices, developing communication strategies and messaging, serving as advocate for downtown stakeholders before policymaking bodies, and educating and mobilizing those stakeholders on emerging Downtown issues.

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**Specific duties include, but are not limited to:**

**PUBLIC POLICY**

- Monitor policymaking bodies (primarily at the city level, but also at the state and federal) to identify proposals that will impact Downtown Sacramento or the Partnership mission;
- Craft strategies for advancing positive proposals and defeating or mitigating the effects of negative proposals;
- Work with Partnership leadership and staff to analyze public policy issues identified as important to Downtown and develop position statements;
- Track policy trends and identify emerging Downtown issues;
- Research like issues in other jurisdictions to determine 'best practices' and formulate recommendations; and
- Provide timely and accurate information on Downtown policy issues to Partnership leadership.

**COMMUNITY OUTREACH**

- Develop communications plans to advance policy efforts, which educate and promote active involvement of downtown stakeholders;
- Respond to stakeholder inquiries and issues and manage outreach process;
- Participate in downtown, city, and regional planning efforts to advocate for Downtown interests; and
- Act as liaison and develop partnerships on policy issues with peer organizations, regional entities and neighborhoods, including:

Building Industry Association (BIA); Capitol Area Development Authority (CADA); City of Sacramento Council, Planning & Design Commission, and Historic Preservation Commission; County of Sacramento Board of Supervisors; Midtown Business Association (MBA); Sacramento Area Council of Governments (SACOG); Sacramento Area Flood Control Agency (SAFCA); Sacramento Convention and Visitors Bureau (SCVB); Sacramento Housing and Redevelopment Agency (SHRA); Sacramento Metro Chamber; Sacramento Metropolitan Air Quality Management District (SMAQMD); Sacramento Regional Transit District (RT); The River District; Urban Land Institute (ULI)

**ADVOCACY/GOVERNMENT RELATIONS**

- Serve as the Partnership's primary public policy advocate at local, state and federal levels;



- Build and nurture relationships with policymakers at all levels;
- Communicate the Partnership's positions through letters, direct contact with policymakers, and public testimony;
- Prepare position papers for Board approval and adoption;
- Assist the Partnership in setting a policy agenda and developing communications strategy to publicize Partnership positions; and
- Serve as a partnership spokesperson with the media and at community events on issues related to public policy.

#### STRATEGIC PLANNING

- Work with Partnership leadership and staff to develop and implement the organization's strategic plan; and
- Manage stakeholder groups working toward achieving policy initiatives (Strategic Development Committee)

Requirements: Individual must have 4-year college degree and previous work experience related to policy analysis, communications, community outreach, and/or government relations. Position requires exceptional strength in organization, writing, public speaking, advocacy, and interpersonal skills.