

December 1, 2020

TO: LAE Board of Directors  
LAE Staff  
LASSO Bargaining Unit

FR: Dr. Craig A. Carter

**RE: Position Vacancy—Managing Director, Legislative Action & Government Affairs**

The Louisiana Association of Educators is seeking applicants for the position of Managing Director, Legislative Action & Government Affairs. This management-level position is housed at the association's headquarters in Baton Rouge, Louisiana.

Attached is a copy of the job description and application form. Applicants are strongly encouraged to submit all required materials by Friday, December 18, 2020.

If you are interested in applying for this position, submit

- a *letter of application*,
- the *attached application form*, and
- your *resume*.

Completed materials may be sent to:

Dr. Craig A. Carter, NBCT  
Executive Director  
Louisiana Association of Educators  
8322 One Calais Avenue  
Baton Rouge, LA. 70809

You may also email materials to [ccarter@lae.org](mailto:ccarter@lae.org)

If you have any questions, please don't hesitate to call my office.

Attachments

## **Louisiana Association of Educators Job Description**

**POSITION TITLE:** Managing Director, Legislative Action & Government Affairs

**BARGAINING UNIT:** None

**AUTHORITY AND RELATIONSHIPS:** Reports to the Executive Director

### **JOB DEFINITION:**

This is division manager level work responsible for planning, implementing, and directing the organization's legislative and political programs and its resources. The person in this position serves as LAE's Chief Lobbyist and Political Director.

The Managing Director is a proven strategic leader and part of the association's management team who shares accountability in executing the association's mission, goals, and annual priorities in pursuit of the association's vision.

As division manager, the employee directs a staff engaged in the following program areas: 1) legislative strategy and its organizational implementation; and 2) political, campaign, and fundraising strategy and its organizational implementation. The manager ensures effective execution of these programs in support of the association's mission, as well as the cross-organizational integration necessary for effective results and consistency. In addition, the manager is responsible for overseeing the inclusion and involvement of LAE leaders and members in the legislative and political program. This position provides oversight to the appropriate related committees of LAE and serves on various workgroups from time to time in relation to development of strategies, policies, and procedures that relate to the areas directed, including as a representative of the association with outside coalition partners and other legislative and political allies.

Significant in this role is the ongoing counseling and advice to the Executive Director, officers of the Association, the Board of Directors, local governance and staff, and management on the full breadth of government relations and electoral matters.

### **QUALIFICATIONS:**

- Bachelor's degree in political science, public policy, education, government, or equivalent required; advanced degree preferred. Prior union experience will be considered.
- Demonstrate breadth and maturity of judgment and experience in politics; preferably working for a membership/advocacy organization.
- Minimum three years of experience of effective skills in strategic planning, leadership, project management, supervision, and budgeting.
- Experience managing or supporting electoral programs and campaign staff.
- Lobbying experience in the local and state political arena, particularly as it relates to education-related issues.
- Knowledge of the Louisiana budget and legislative processes. Professional relationships with Louisiana government officials of the legislative and executive branches is preferred.
- Experience raising funds and building member support of a political action committee.

- Knowledge of campaign finance laws and regulations that govern the operations of Louisiana state political action committees.
- Knowledge of the values, goals, and mission of LAE, tenets of unionism, and the core issues that resonate within the public education arena.
- Knowledge of training methods, techniques, and administration that facilitate a high level of training delivery.
- Has or is able to obtain and maintain a valid US driver's license that complies with the State of Louisiana.

### **ABILITIES AND SKILLS:**

The successful applicant must be able to demonstrate understanding of and proficiency in:

- Analyzing and evaluating the impact of political and legislative matters on the association and in the design, recommendation, and implementation of an effective strategic response.
- Effectively working with, engendering cooperative support, and consulting/counseling/ advising with leaders, members, and all levels of association management, governance, and staff.
- Effective listening, strategic thinking, advocacy, time and people management, observation, eliciting information, and persuasion.
- Mastery of verbal (both in dialogue and group presentations), professionally written, and editorial communications skills.
- Establishing and maintaining effective working relationships with outside political leaders, government officials, education organizations, unions, and other coalition partners.
- Managing interpersonal disputes and minimizing the effects of conflict on future interactions and job effectiveness.
- Developing and implementing strategic initiatives to effectively carry out a large-scale and complex government relations agenda for the association.
- Thinking quickly and providing clear and persuasive responses in debate-like situations.
- Working with and maintaining data and information of a confidential nature.
- Exercising discretion and independent judgment.
- Demonstrating initiative and resourcefulness.
- Working in a Microsoft Office suite environment.
- Performing duties with a high level of efficiency and accuracy.

### **RESPONSIBILITIES:**

- Direct, supervise, and evaluate the work of assigned staff.
- Manages the planning, budgeting, and controlling of political action committee (PAC) operations ensuring that administrative activities and tactical efforts are consistent with and supportive of the overall mission and goals of the association.
- Prepares reports for submission to the Executive Director, Board of Directors, and the Representative Assembly.
- Responsible for the design, recommendation, and implementation of association legislative and regulatory programs.
- Directs and oversees the analysis, tracking, and monitoring of relevant General Assembly legislation, initiatives sought by the Governor, and select Federal legislation, and the development of recommended legislative positions and tactics.
- Manages the development of strategies and coordinates tactical plans to form coalitions with external organizations that share LAE's philosophies, interests, and goals.

- Collaborates with colleagues throughout the association to ensure a unified and consistent voice in the review and development of legislative and political agenda and strategy.
- Directs the development of programs, position papers, messages and mailings, talking points, testimony, etc. to communicate effectively and present Association positions and programs to Association constituency and government officials.
- Oversees the delivery of government relations-related training programs to better prepare leaders, members, and staff on political and legislative matters.
- Speaks before and makes presentations to government officials, education organizations, and LAE members regarding political issues and legislative strategy.
- Responsible for the design, recommendation, implementation, and oversight of LAE's political programs.
- Oversees the support and consultancy provided to the LAE Fund for Children and Public Education PAC, including activities, fundraising, campaign and election initiatives, and ensures coordination with NEA.
- Mobilizes election strategies targeting members and the general public to meet LAE's political objectives.
- Works with public opinion pollsters to help shape political and legislative strategy.
- Ensures that LAE's political program is interwoven and coordinated with LAE's legislative strategy and efforts.
- Responsible for the design, recommendation, and implementation of association political fundraising programs.
- Directs the planning and administering of all PAC fundraising programs.
- Respond to inquiries from leaders, staff, affiliates, and members in a timely and competent manner.
- Work extended hours including weekends and evenings, when necessary, in order to perform assigned responsibilities.
- Work with LAE committees, as assigned.
- Perform other duties as assigned by Executive Director.

*LAE is an EQUAL OPPORTUNITY EMPLOYER.*

Date of Employment: As soon as possible  
 Email address: [ccarter@lae.org](mailto:ccarter@lae.org)/Web address: [www.lae.org](http://www.lae.org)  
 Deadline: December 18, 2020  
 Mail address: Dr. Craig A. Carter, Executive Director  
 Louisiana Association of Educators  
 8322 One Calais Avenue  
 Baton Rouge, Louisiana 70809