



December 1, 2022

Position Title: Director of Grassroots Engagement (“Director”)

Reports To: Chief Executive Officer

Job Summary: The Director plays an integral role in expanding membership of Ohio Right to Life (“ORTL”). The Director will develop a strategic grassroots plan for the organization, and he/she will lead and participate in the execution of that plan. This Director's role is strategic and has a heavy emphasis on expansion of Ohio Right to Life's educational mission. This role is responsible for managing all communication activities with local affiliates and building external relationships with the organization's constituencies.

The Director will set and guide the strategy for all grassroots engagement to consistently articulate ORTL's mission. The Director will ensure that ORTL is the primary leader of the pro-life movement in the state of Ohio by providing educational opportunities for constituents and growing our affiliate base.

Essential Job Functions:

- Develop, implement, and evaluate the annual grassroots plan across the ORTL's audiences in collaboration with ORTL's team and Board.
- Assist the Director of Communications in the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate.
- Organize grassroots educational events to create momentum and awareness.
- Lead in the management of the development, distribution, and maintenance of all educational collateral including, but not limited to scientific, philosophical and theological materials in print and on the website.
- Coordinate and organize public meetings.
- Manage all affiliate contacts.

Specific requirements include:

- Highly collaborative style; experience developing and implementing grassroots strategies.
- Excellent writing/editing and verbal communication skills.
- A strong implementer who manages a variety of key initiatives.
- Relationship builder.
- High energy and leadership with the ability to serve as a unifying force and to position communications discussions at strategic levels.
- Commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, Chapters, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.